



## **Cotswold collections is using Mailmark to fashion their business for more success**

### **Background:**

Cotswold Collections is an established mail order fashion operation.

They are bang on trend, running a website and building a digital presence including social media, but it's the performance of its mail order magazines that drives each season's success time after time.

Seven collections a year are presented in a mailed magazine format, each one of which would do justice to a high quality coffee table publication.

Product presentation, photography, styling and location, attention to detail, production values, paper stock and print quality all reinforce the company's keen eye for detail and quality.

Rigorous customer testing has resulted in a preferred format of A4 with polywrap to protect the catalogue and ensure it arrives in pristine condition.

Unashamedly upmarket, Cotswold Collections has an extensive and loyal customer base amongst a discerning and loyal 60+ female age group.

Their customers are loyal and responsive but the need to nurture, retain and value them has never been as important as it is now, given the pressures of attrition, age, growing competition and a customer emphasis on price/value

Added to these factors are the unpredictability of weather, the vagaries of fashion, supply chain and logistics challenges and ever changing customer taste.

Finally, timing is everything. Cotswold Collections needs to ensure its catalogue arrives and its business is at peak performance, to match customer need and demand.

## **Solution:**

Cotswold Collections knew that the accurate and timely delivery of its catalogues sat firmly at the core of the success of the business.

Each catalogue has a 'life' of approximately 6-8 weeks so Cotswold Collections needs to time delivery perfectly to ensure they reach their audience when they are ready to buy and before they have decided to buy from a competitor.

Customers know that the clothing collections are unique and limited in quantity so they know to order promptly.

This means a high level of orders are received within the first few hours after the magazine's 'touchdown'.

By partnering with Royal Mail and using their new product, Mailmark, Cotswold Collections was able to dramatically improve its business management.

Still very much ongoing today, Cotswold Collections catalogues are typically delivered within a four day window.. Mailmark allows Cotswold Collections to know exactly when and where its catalogues are being delivered. The relatively minimal changes to the catalogue cover design required to include the Mailmark, ensure accurate tracking and predictable results.

Cotswold Collections can now access their own personal Mailmark dashboard that allows them to see exactly when, where and how many catalogues are delivered each day.

With this knowledge, Cotswold Collections can match customer service and delivery teams to demand. This ensure they avoid overstaffing when the catalogue is not yet with customers, thus achieving peak efficiency and maximising customer satisfaction.

## **Results:**

The results from Mailmark have been overwhelmingly positive for Cotswold Collections. Commenting on this, Cotswold Collections says:

"On a typical mailing, we are saving between 5-6% on the mailing cost compared to a similar Advertising Mail High Sort Economy mailing. Furthermore, as the Mailmark product is a low sort solution, we can access the tray mail saving.

We are presented with accurate analysis of the addresses which are non-machine readable, enabling us to manipulate the addresses for future mailings and therefore improving the accuracy of our customer database details. We now know exactly where our catalogues are within the postal network, rather than estimating or waiting for a response from our customers to our offering. Therefore we can interpret how well the catalogue has been received by our customers almost immediately without the unknown factor we previously had of whether the catalogues had been delivered or not."

Source: Cotswold Collections