

# Connect to consumers using Cross-Channel Direct Marketing



Payless ShoeSource is dedicated to democratizing fashion and design in footwear and accessories to the world and inspiring fun fashion possibilities for the family. We provide our customers with the style they want at a great price, and our nearly 4,500 store locations offer an engaging, easy-to-shop experience and outstanding customer service.

## CHALLENGE

*Determine the most effective call to action to attract new customers to try Payless Shoesource retail and on-line stores.*

## SOLUTION

Design a personalized direct response mail campaign with each offer using a different response mechanism. The first call to action employed a personalized discount code to encourage recipients to visit a local retail store. MSP Digital Marketing wrote programming to compare store locations with each prospect's home address and select the three closest retail locations. A map of those locations was presented on each recipient's post card. Recipients were also given the option go directly to the Payless webstore to use the code. The second call to action sent the recipient to a personalized response website to view their offer. Design, hosting and response measurement through a real-time campaign dashboard were provided by MSP. The final call to action presented a mobile response code that could be scanned with a smart phone to instantly view a personalized offer.

"One who walks in another's tracks leaves no footprints." - Proverb

Erica, what kind of footprint do you leave?  
Go to [www.payless.com](http://www.payless.com) or any retail location with your personal style code and see what deals we have in-store just for you!

Erica's special code is 12345

Payless SHOESOURCE  
Only a Little • Only at Payless

Heather, we're not just your average shoe store and you're not just an average shopper! Get your exclusive offer and come check out all Payless has to offer!

Expect More • Payless

Jackie, we have a exclusive offer for your family at Payless!  
Visit your personal web page to find out what we have in-store for you!

[www.jackiesfamilysavings.com](http://www.jackiesfamilysavings.com)

Erica, just take this code, 12345, to your nearest Payless Shoesource retail location to receive your exclusive discount offer or visit us online at [www.payless.com](http://www.payless.com)

Erica, the three nearest Payless shoe locations to you are:  
1632 N Olden Ave, Tucson  
50 E State St, Tucson  
100 Chabot Bridge Mall, Tucson  
Here is a convenient map for you.

Erica Smith  
32 Maddock Rd,  
Troyville, NJ 07066

Expect More • Payless

Heather, use your Smartphone and scan the graphic in the box to instantly see your exclusive offer from Payless.

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Tombala, KS 66607

Heather Smith  
123 Main Street  
Anytown, USA 01234

[www.jackiesfamilysavings.com](http://www.jackiesfamilysavings.com) Expect More • Payless

Visit your personal web page, complete a quick survey, get a free pair of socks and a discount on your next purchase in-store or online.

[www.jackiesfamilysavings.com](http://www.jackiesfamilysavings.com)

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