

Case Study



Delivering the goods locally

What was the requirement?

Wiltshire Farm Foods wanted to generate leads and brochure requests to support their new business drive for their network of local outlets. This would be achieved through a series of direct mail campaigns throughout the year.

What kind of service did we provide?

The brief was to target the over-seventies within a defined territory for each local outlet. Because of the age profile, Data HQ had to pay particular attention to the quality and accuracy of the data to be used and specifically remove any mortality and deceased records.

What was the outcome?

Three campaigns were sent out over a period of 12 months, and achieved impressive response rates to exceed the clients' expectations. Wiltshire Farm Foods not only increased awareness of their service to their target audience but also benefitted from sharp increases in brochure requests during the campaigns.

Response analysis has shown that Wiltshire Farm Foods have gained a very impressive return on the investment.

What did the client have to say?

Head Office: *Awesome results! I thank you.*

Local outlet: *We've had 16 new customers and 3 have ordered a second time. We only had the 1000 mailings for our area so that's a conversion rate of 1.6%, which I'm really pleased with.*

Company Facts



Wiltshire Farm Foods
delicious meals to your door

Wiltshire Farm Foods is the UK's leading meals delivery service. Their meals are prepared in Trowbridge, Wiltshire, frozen the moment they are cooked, and delivered across the UK & Northern Ireland through a network of local outlets.

www.wiltshirefarmfoods.com

data|hq

precision targeting