

# Why Direct Mail is Critical for Profitable Growth for Outdoor Brands

Presented by CohereOne





# Our Unique and Unparalleled Position

As the premier direct-to-consumer marketing partner serving the outdoor industry, CohereOne's insights and experience grants us unrivaled depth of visibility into the industry's performance – especially throughout the pandemic.

# Friends We've Helped Along the Way

**YETI**

**GRUNDÉNS**

**FILSON**  
Since 1897

**patagonia**



**RODD & GUNN**



**GORE**  
TEX

**TACKLE DIRECT**  
World's Premier Fishing Outfitter

**title nine**

**MOUNTAIN  
KHAKIS**

**West Marine**



**KING RANCH**

*Duck Camp*



**ROYAL ROBBINS**



**stio**





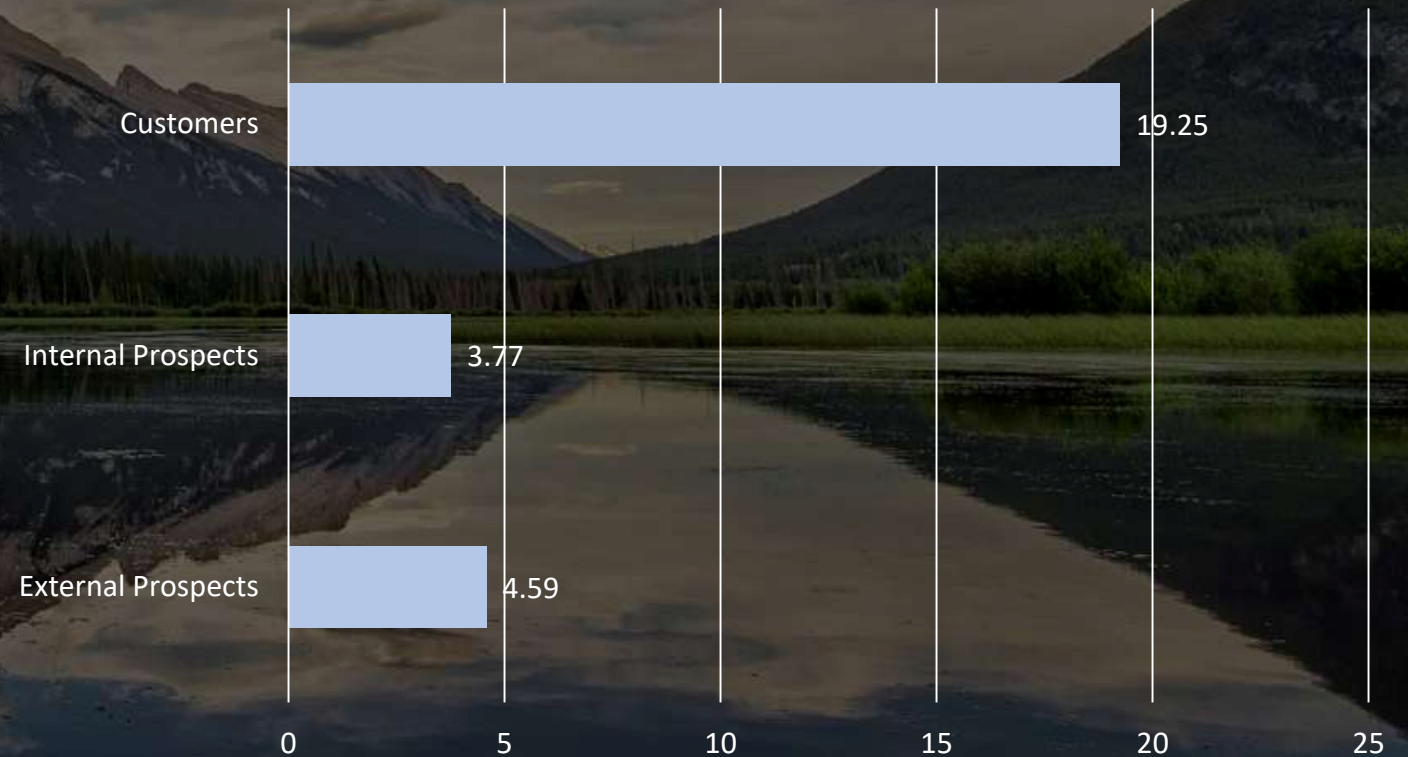
# Print CAN and WILL Drive Profits

- As consumers face an ever-increasing barrage of emails and other digital remarketing efforts, the role of targeted direct mail within one's overall marketing mix provides a positively disruptive impression and drives increased engagement and response.
- The adage "what was once considered old is new again" applies to many industries – direct mail is no different.
- People process content delivered digitally quite quickly – however, when content is presented on physical paper, people spend more time with it, have stronger emotional responses to it, and have greater recall. Simply put, it leaves a longer-lasting impression.
- Printed catalogs and other direct mail formats have proven, time and again, to be digital champions for direct-to-consumer brands, augmenting efforts made in other addressable channels.

# Direct Mail Launch Case Study

- Large, enterprise brand launched new catalog program in 2019 with great success.
- Customers – both mailed and incremental – generated high ROAS.
- External Prospects performed very well at 4.59 ROAS – and better than non-branded paid search programs by nearly 2x.

Return on Ad Spend (ROAS)

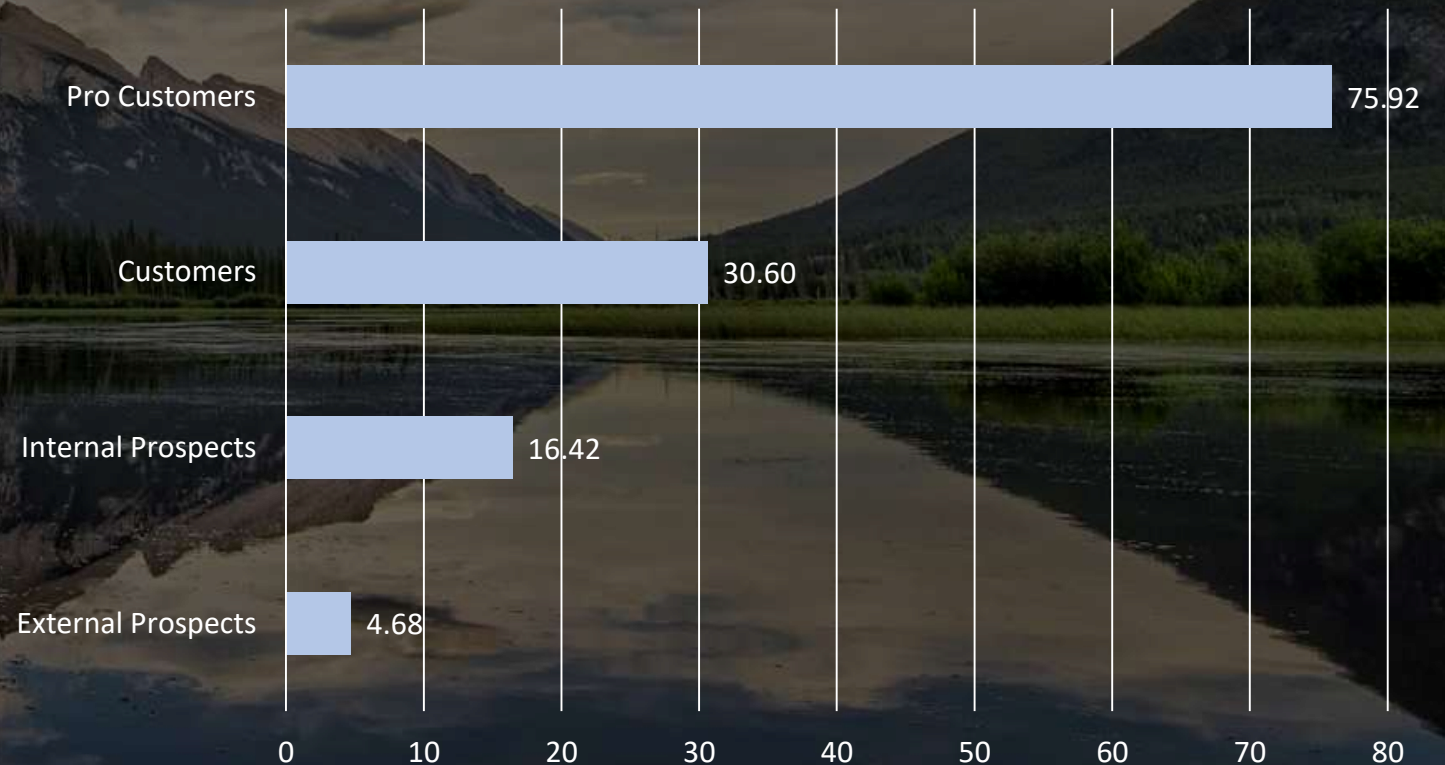




# Wholesale to Direct Case Study

- More than ever, historically wholesale-oriented brands are strategizing and executing plans for direct engagement with end users.
- Since launching a direct mail program in 2018, this wholesale brand has tripled its revenue – in 2020, it's grown 50+% vs. 2019, with strong ROAS performance.

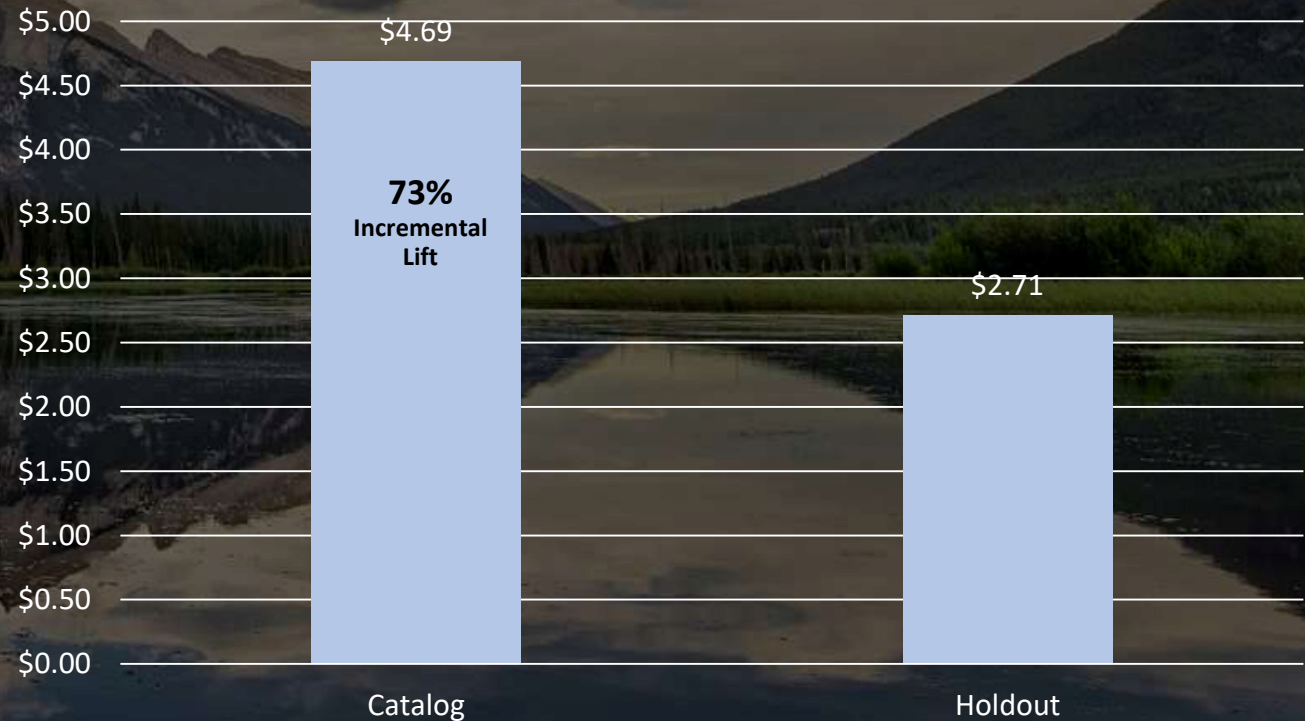
Return on Ad Spend (ROAS)



# Incremental Demand

- A question we're frequently asked is, "what is the incremental value of a direct mail program?"
- Having done hundreds of holdout tests with dozens of brands, we typically see a pronounced incremental lift with segments receiving direct mail, vs. those held out.

Dollars Per Piece Mailed vs. Holdout Group



A hand holding a black compass with a white face, set against a blurred background of dark, jagged mountains under a cloudy sky. The hand is wearing several beaded bracelets. The compass is held up, showing its needle and the surrounding landscape.

# Understanding Your Brand

CohereOne collaborates with your key team members to bring new and unexpected perspectives and insights into the direct-to-consumer channel. Our work will cover strategic visions and road maps in order to build the right relationships with your customers and prospects. We understand a need for a cohesive marketing approach, one that successfully combines print and digital media.



The background of the slide features a close-up, slightly blurred image of two hands. The hands are positioned as if they are drawing or tracing a path on a rough, textured surface, possibly a piece of parchment or a map. Dashed lines and some small markings are visible on the surface, suggesting a strategic or exploratory theme. The lighting is soft, and the overall tone is muted and professional.

# Profitably Launch & Grow Your Brand

Our economically-priced, end-to-end solutions are customized to your brand's needs and growth objectives. We deploy marketing dollars to leverage seasonal ROI. We understand the need to maintain a healthy and growing customer file. We understand how to build the most responsive audience groups. We live by key tenets for smartly engaging with customer and prospects alike – activation, retention and acquisition.

A person with dark hair is lying on their back on a grassy field, holding and reading a large, unfolded map. In the background, a city skyline is visible across a body of water, with a bright light source, possibly the sun or moon, creating a lens flare effect. The scene is captured in a cinematic, slightly desaturated style.

# Honesty, Transparency and Ambassadorship

Whether you're launching a new brand, you're a digitally native brand that's never tried direct mail, or you're an established brand with experience operating in a complex marketing ecosystem, we can help you. We're driven by ideas in a way that is a little unusual for a data-driven marketing agency.





We love it. And live it. Everyday.







# Free Marketing Assessment

Our brand engagements begin with a helpful assessment to learn about the health of your business, and to discover opportunities for significant and measurable growth.

Contact Todd Miller today to learn more!

415.595.4530 / [tmiller@cohereone.com](mailto:tmiller@cohereone.com)