



Case Study

Hillarys

Unlocking the homemover
opportunity for Hillarys

Hillarys

Hillarys is a well-known brand, with a long history of manufacturing and retailing made-to-measure window blinds, shutters, curtains, and awnings – and as such was perfectly placed to benefit from the insights and added value that working with Precision Proco brings.

We use data especially collated for us which gives us unequalled knowledge of the homemover market, allowing our customers to make informed decisions on when is the optimum time to approach movers and when they are most likely to be looking for the products they sell.

HILLARYS



DEEP DIVE ANALYSIS

We carried out a deep dive analysis on behalf of Hillarys, providing them with invaluable information on homemovers at every stage.

Hillarys was very keen to add movers into their marketing strategy and increase their market share, recognising that there were some excellent opportunities for increasing revenue and building new customer relationships.

We carried out a deep dive analysis on behalf of Hillarys, providing them with invaluable information on homemovers at every stage – pre-move, on move, and post-move – and used this information to create a digitally printed mailer which was personalised for their use and for that of their sister company, Thomas Sanderson.

The initial plan was to carry out a six-week pilot study to see which of the stages of the homemover market created the most interest and was therefore likely to create more receptive customers.

We tested the market with 3000 packs distributed equally to pre/on/post homemovers and the results showed that the biggest impact was with those already moved into their new home, followed by those currently in the moving process.

This vital information was extremely useful in planning the next stages of the campaign, meaning Hillarys had data that would inform their marketing campaigns, based on what was most likely to get them the best ROI.

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50% over
the last
3 Years

Direct Mail activity has led to a market share increase of
5% over the last 3 years.

PROGRAM ROLL OUT

Hillarys and Precision Proco completed an initial trial campaign that quickly resulted in a significant uplift ROI.

This success prompted Hillarys to extend their partnership with Precision Proco, committing to a long-term collaboration aimed at sustaining and expanding upon their initial gains.

The collaboration soon developed into a finely-tuned operation, characterised by regular monthly mailings that ensured the Hillarys message reached their target audience with maximum impact. Over three years, their efforts culminated in a commendable 5% increase in overall market share, underpinned by an astounding double figure ROI.

Their targeted efforts resulted in over £10 million annual revenue directly attributable to the identified customer segment, providing a substantial boost to Hillarys bottom line and solidifying their position within the window coverings industry.

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£10:1
ROI



An astounding return on investment of £10 for
every £1 spent.



HP Indigo Digital Press
250gsm Galerie Art satin



ADDING VALUE WITH DIGITAL PRINT



Kept in the loop

Weekly updates

Success evaluations

The campaigns are very much a collaborative process, with Hillarys providing the creative and Precision Proco using its state-of-the-art digital print to facilitate the smooth process.

Precision Proco's ability to turn print around quickly, on-demand, and with whatever degree of personalisation the client needed was greatly appreciated, showing the added value we can bring.

Precision Proco's automated workflow allows all of the information – the homeowners and retention data and the creative – to be used for maximum effect.

The workflow automation, coupled with our digital print capabilities enables us to provide for all clients personalised, low or high volume runs on demand.

Hillarys were kept in the loop at all times, with weekly updates on sales and sales lead information along with evaluations of the continued success of the campaign.

As well as this Precision Proco provides six-monthly reviews with a detailed report of all activities and an overview of the ongoing performance.

The results of this collaboration speak for themselves

- Hillarys have increased the homemover direct mail production and data volumes by 100%.
- Most importantly for the customer, this direct mail activity has led to a 33% increase in order value and a market share increase of 5% over the last three years.
- Hillarys have achieved astounding ongoing ROI of £10:1.

