

Marley Spoon feeds growth with **20% of conversions** from direct mail in a single quarter

Snapshot

BACKGROUND

Customer since 2019

Industry: Retail/DTC (e-commerce)

KEY STATS

20% of reactivation conversions from direct mail in a single quarter

CHALLENGES

- Early-stage direct mail usage
- Limited personalization and testing
- Lean bandwidth for the team

Marley Spoon sends recipes and pre-portioned seasonal ingredients in one convenient box, making it easy to cook a delicious dinner at home. The company recently doubled its global net revenue to \$305M, delivering nearly 50 million meals to homes in Germany, Austria, Belgium, the Netherlands, Denmark, Sweden, Australia, and the USA.

THE RESULTS

20%

of reactivation conversions in Q1 from direct mail

263%

higher conversion rate with direct mail than email

THE CHALLENGE

Mitigate customer churn

Marley Spoon wanted to apply user attributes and real-time data to reactivate churned customers and bring them back to the table using direct mail.

“With each campaign we’ve sent, we’ve seen a higher conversion rate and a slightly lower cost per reactivation. It’s thrilling to see how we’ve improved throughout the quarter, even though direct mail hasn’t been the channel that we spent most of our focus on. It makes me excited for the rest of the year to see what we can do to leverage it even more.”



Dettmann-Levin
CRM Lead Reactivation, MarleySpoon

THE SOLUTION

Intelligent direct mail at scale

After working with several printers, the team needed a solution that could scale as they increased their direct mail efforts. Marley Spoon partnered with Lob to focus on reactivating its churned customer base using intelligent direct mail. The CRM reactivation team, led by Berlin-based Malin Dettmann-Levin, used a test and experiment approach. This strategy enabled the team to start small and apply its learnings to iterate and optimize future campaigns.

What happened next surprised them.

The direct mail reactivation campaigns drove 20% of conversions!

Direct mail delivering results

The team is excited by the results of its direct mail compared to other digital channels, including email marketing. Dettmann-Levin explains, “we get a **263% higher conversion rate with our direct mails than emails**. To put that stat into context, we targeted a smaller, high-value audience segment with our direct mail, and the emails go out to all customers. We reach more customers using direct mail than we would with emails because all of our emails don’t get opened.”



The future

Dettmann-Levin and the CRM team have their sights set on the future, driving even more conversions and ROI for Marley Spoon. The team plans to test direct mail formats, including postcard sizes, messaging, offers and vouchers, and expand its use of personalization and customization using data from their integration with Iterable. And, of course, based on the encouraging results, the team plans to incorporate direct mail into its broader omnichannel marketing strategy.

“We want to leverage direct mail even more in automated lifecycles. I would like to see it as an always-on part of our automated campaigns. And of course, in monthly campaigns we send. Direct mail should be a standard part of our marketing mix.”



Dettmann-Levin
CRM Lead Reactivation, MarleySpoon

Automating manual processes increased productivity

Direct mail has fed Marley Spoon’s growth by reactivating churned customers, but it’s also helped the team save time by automating manual processes that were time and labor-intensive. Now the team is more productive and can spend its energy optimizing what works best.

Dettmann-Levin sums it up by saying, “intelligent direct mail from Lob has increased our productivity and saved us money. Lob is so straightforward to use. It’s a huge help to get our direct mail campaigns out.”

Marley Spoon found the recipe for conversion success in automated direct mail.

Now it’s your turn to dish up results.



[Request a demo](#)

