



Programmatic Direct Mail Delivers Increased ROAS for Dermstore

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(ViaTotal Retail)

Dermstore, an online beauty store owned by Target, recently integrated a digital marketing campaign with direct mail to increase consumer engagement. The result? A 30 percent increase in promo code redemptions once the direct mail component was added to the campaign. Partnering with programmatic direct mail platform provider PebblePost, Dermstore's online visitors activity was translated into personalized, physical mail, essentially taking retargeting offline. In addition to more promo code redemptions, Dermstore's programmatic direct mail campaign also achieved three times the return on ad spend (ROAS) overall.

To get further insights into Dermstore's use of programmatic direct mail, Total Retail interviewed Bumsoo Kim, the retailer's director of marketing.

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