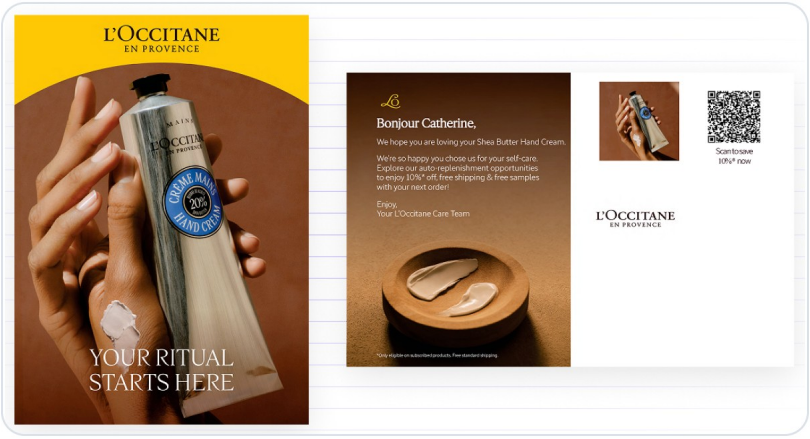
DIRECT MAIL INSPIRATION FOR BEAUTY BRANDS

L'Occitane: personal direct mail driven by customer data

Campaign type: Lifecycle marketing · Post-purchase · Personalization · Holdout-group measurement



Personalized Shea Butter Hand Cream postcard: the front shows a hand holding the silver tube; the back carries a personal message, an offer and a QR code.
Image source: Lob, Postmark Awards – lob.com/postmark-awards/standout-mailpiece-design

Situation and target audience

Beauty brand L'Occitane connects its e-shop and boutique communication with care for existing customers. Alongside regular mailings, it also uses individually triggered communication based on the stage of the customer relationship. This lets it tailor the message to each customer by purchase history, segment and purchase channel. Part of the post-purchase communication is there to say thank you and build the relationship, without necessarily pushing for an immediate next purchase.

How the campaign works

An automated daily evaluation selects suitable recipients based on factors such as time since purchase, the product bought and the customer segment. On that basis, one of dozens of variants is chosen; the product photo, the copy and the QR code destination can all change. For boutique customers, the mailpiece can also include details of the nearest store. Regular campaigns run roughly every six to eight weeks, while individual mailings follow the stage of the customer relationship. The brand compares the test and holdout groups on repeat purchases and incremental revenue.

Key results

About 20% — Measurement setup

of recipients in the current program form the holdout group; this is an evaluation setting, not a campaign result.

Daily evaluation — Program operations

selects suitable customers by purchase history and segment; this is an operational setting of the program.

Dozens of versions — Personalization

let the design and content of each mailpiece be tailored; this describes the personalization, not measured performance.

Practical inspiration for beauty brands

Start with one clear post-purchase moment: for example, send the customer a thank-you note with a recommendation related to the product they bought. For consumable cosmetics, a replenishment reminder timed to the estimated end of use can be tested separately. Before launch, set aside a holdout group and compare repeat purchases and their economic impact over a predefined period. These are ideas to test, not documented L'Occitane results.