

How Scrivens delivered almost 3x return from direct mail

A five-branch direct mail test helped Scrivens Opticians and Hearing Care prove a new acquisition channel, at a fraction of its target cost, and uncovered a household-level effect that almost tripled the return.

Against a £100 target cost per appointment, the campaign achieved **£25**. Although only five branches were mailed, appointments were booked at **25** Scrivens locations and almost half the total return came from other people in the household who never received a letter themselves.



Exploring a new acquisition channel

Scrivens has built its reputation on looking after customers for the long term. But its core demographic skews older, so natural attrition makes new customer acquisition essential for growth. Paid search, social, walk-ins and recommendations performed well, but Scrivens wanted to test a channel suited to how its 60+ audience behaves.

"We'd done a lot of paid search before but not tried direct mail for some time. Older generations, while still online, do love to receive a letter. If it's well presented and includes messages that resonate with the recipient, they may well go online and think 'I'll give Scrivens a go'."

Marketing Manager, Scrivens

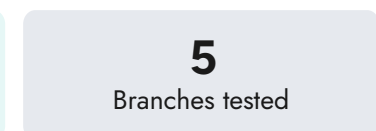
Our approach

We analysed 7,366 existing Scrivens hearing care customers against a first-party, national consumer dataset PDV has access to (everyone™*), building a detailed profile: strongly older, home-owning, with a clear preference for mail over digital (88.2% vs a 64.6% national benchmark).

We used that profile to build a lookalike model. The top 20% alone captured 60.6% of the best-matching prospects, identifying people who looked like Scrivens customers but had never been through the door.

Finding the right branches

Targeting factored in branch-level appointment capacity, local competition and prospect density. Across 12 candidate locations, this identified five branches, Colchester, Wolverhampton, Widnes, Halesowen and Altrincham. Of the 85,000 identified prospects, 80,000 were mailed across these five locations.



*everyone is a brand name of DM Data Ltd, a sister company to PDV Ltd.

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Deliberately simple letter

A single-page, personalised letter in a plain envelope, positioning Scrivens as a trusted local expert. Recipients could respond online, by phone, in branch or by scanning a branch-specific QR code.

Marketreach supported the campaign with creative best practice and eye-tracking insights that shaped the letter's design, and secured postal credits through the Royal Mail Test and Innovation Scheme.



The household effect

Sales directly attributable to mailed recipients returned £1.49 for every £1 spent, driving hearing aid sales, both NHS and private, alongside cross-sell across sight tests, spectacles and contact lenses.

Matched-address analysis then revealed a benefit the original brief never anticipated: sales from other people living at the same address as a mailed recipient, who hadn't themselves received a letter. Including those sales took the total return to £2.92 for every £1 invested, with 49% of that return coming from people who were never mailed at all.

That pattern matches independent data: JICMAIL records that addressed mail reaches 1.14 people per household on average and 34% of medical-sector mail prompts a discussion with someone else at home, exactly the dynamic this test captured at scale.

"Mail is much more shareable in the household. It stays in the home longer, up to 14 days in some cases. There's that moment when the letter is lying on the coffee table and someone else picks it up. It's relatable and relevant."

Scott Beeson, Associate Director, PDV Ltd

"This campaign has attracted a significant number of brand new customers who haven't been into the business before. Once we have customers in store, we're very good at keeping them."

Marketing Manager, Scrivens

What's next

The strength of these results has given Scrivens the confidence to expand its mail acquisition activity, with a wider rollout now planned across further branches.

A relevant letter, sent to the right person, can deliver valuable new customers and spark conversations that reach well beyond the letterbox.

Want to see how we can help you?

Visit www.pdv.agency to get in touch and find more details, or email scott.beeson@pdv.agency.