

How Vintage Cash Cow tripled new customer value through direct mail

A lookalike 'replica' model built from analysing Vintage Cash Cow's highest-value customers found a new acquisition audience worth over three times more than a legacy approach and proved direct mail's incremental value alongside TV.

A lookalike model built from analysing Vintage Cash Cow's best existing customers found **70,000** brand new prospects nationally. Despite never having been customers before, they generated an average box value of **£417**, more than three times the business's legacy approach.



Our approach

Vintage Cash Cow supplied PDV with data on their existing customers, flagged by box value and date. We profiled their highest-value customers against everyone™*, a first-party consumer data platform PDV has access to, comparing them with lower-value customers to isolate what set the best apart: distinct age, gender and homeownership patterns, alongside higher household income.

We used that profile to build a lookalike model, then refined the resulting audience by age, gender and lifestyle characteristics to find 70,000 new prospects nationally, the closest matches within PDV's database access to Vintage Cash Cow's highest-value customers, who'd never been customers before.

Proving the model

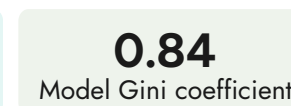
Tested for quality with a Gini coefficient of 0.84, the model's top 5% of ranked prospects alone captured 53.3% of the best-matching profile, more than ten times what random selection would find, before a single letter was sent. In practice, that meant Vintage Cash Cow could be confident this new audience would behave like its best customers, before a single pound of media spend went out.

Finding a new acquisition channel

Vintage Cash Cow had built awareness of its pre-loved reselling service but converting that into action meant overcoming a trust barrier: asking people to post valuable possessions requires reassurance. Precision Proco led the wider mail and media campaign and AvB Creative built that trust-focused message. PDV's brief sat alongside it: find and justify a new way to reach and acquire new, higher-value customers.

"Combining PDV's data and targeting expertise with strong creative, high-quality print and Vintage Cash Cow's customer insight helped deliver a successful campaign with clear, measurable results."

Caroline Routledge, Associate Director, PDV



The looklike mailing

A personalised letter from Vintage Cash Cow's founder reframed a familiar problem, unwanted items with no easy way to sell them, before presenting the service as the simple solution.

Long-form testimonials on the reverse built trust for an audience with no prior relationship to the brand.



Proving the uplift

The direct mail ran alongside a TV sponsorship of Dickinson's Real Deal. PDV built a 70,000-person TV-only control group to isolate what direct mail specifically added.

Metric	TV only	DM + TV
Responders	1,920	2,492
Response rate	2.74%	3.56%
Boxes received	865	1,228
+572 Responders +363 Boxes +30% Response Rate		

The uplift confirms direct mail's role in converting TV-driven awareness into measurable action. For Vintage Cash Cow, that's the evidence needed to keep investing in both channels together, rather than treating either as a stand-alone media buy.

What's next

PDV is planning a 12- and 24-month lifetime value read on the new customers this model identified, to confirm long-term value and justify running it again. Vintage Cash Cow and its partners are also exploring how further channels, including door drops, could work alongside direct mail and TV in future campaigns.

A new audience worth more

Vintage Cash Cow also ran a parallel reactivation campaign to previous enquirers, giving the wider project a useful benchmark. Against that legacy approach, the looklike-targeted audience PDV identified delivered a clearly higher-value customer, £417 average box value vs £125, despite a lower response rate, as expected from a completely cold audience with no prior relationship to the brand.

Metric	Legacy approach	PDV's looklike audience
Response rate	9.65%	3.56%
Box value	£547,595	£511,607
Average box value	£125	£417

Independent benchmarking

Metric	Vintage Cash Cow	Benchmark
Attention	141 seconds	113 seconds
Lifespan	12.57 days	9.52 days
Commercial action	62%	38%

Sample size fell below JICMAIL's recommended threshold for statistical validity; findings offer a useful directional read.

"Direct mail and brand-building media, creating trust and stronger acquisition performance, has supported Vintage Cash Cow in our growth and in how we now use DM as a trusted communications channel."

Charly Brady, Marketing Campaign Manager, Vintage Cash Cow

A cold audience, matched by behaviour rather than demographics alone, outperformed the business's legacy approach on value. Combined with TV, it proved that integrated campaigns outperform any single channel.

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