



PAUL VALENTINE



“Using Penny Black’s technology we are able to deliver truly personalised and on brand messaging to our customers at the moment they open their package. We’ve been delighted to see the immediate impact in overall customer lifetime value”.

Stefanie Donat, Head of Supply Chain and Logistics, Paul Valentine



The Brand

Paul Valentine (PV) is a young, luxury watch and jewellery brand with a strong sustainability and community ethos that sells its effortless, sophisticated pieces all over the world.



The Brief

Paul Valentine growth has been consistently strong but much of it comes from first-time buyers. And even happy first-time buyers can be one-time buyers until the right connection is made. So, PV wanted to create personalised experiences with messaging that would be included in the package and impossible to miss. Plus, they wanted to track customer engagement, improve customer retention, and cross sell.



The Penny Black Response

Opening jewellery or a watch is an unboxing event. It's the perfect thing to find in a package. PV had looked at enhancing the moment of unboxing, but wanted to make personalisation work harder, as well as combining it with a mechanism to evaluate response and take-up.

So, we worked with PV to create two campaigns. The first was a simple discount code for new customers. The second, an advent calendar campaign. Both were printed on high quality, recycled card flyers, and trackable via QR codes and Google Analytics.



The Penny Black Difference

Anyone can do a flyer in a box, even a high quality one. But the brilliant thing about the PENNY BLACK platform is that we can deliver hyper-personalised campaigns in real time without holding up the time-critical packaging process by integrating seamlessly with fulfillment partners. What's more is that our platform unlocks insights allowing marketing managers to continually optimise their campaigns.

Find out more:
pennyblack.io



The Results

Initial results have been promising with 7 x the standard scan rate, a conversion rate of up to 15%. But this is just the start. The performance potential of the platform, to explore other campaign ideas such as loyalty rewards, organic cross-selling, social sharing, and customer feedback surveys, is the bigger story.



In A Nutshell

Working with PV we delivered a powerful Unboxing moment, connecting with customers and building engagement that's commercial but feels natural, and is truly personal.

15%

And conversion rate of up to 15%

7x

We achieved 7x the standard scan rate