

How HelloFresh boosted Performance with Personalised Mail

The challenge:

HelloFresh is one of the UK's most well-loved recipe box delivery services. The brand had already established direct mail as their best-performing channel. But they wanted to go further by creating truly personalised content that resonated with individual households.

Working alongside their marketing agency PSE, HelloFresh engaged Experian to develop a personalised strategy across Acquisition and Win-Back Direct Mail campaigns.

The solution:

Using purchase data, HelloFresh segmented customers across four distinct behavioural segments. This was overlaid against Experian's Mosaic segmentation to understand each individual household, their demographic composition and lifestyle.

This enabled tailored comms for each segment. For example, the Family segment - for busy families with kids - received messaging and creative that acknowledged their time pressures and highlighted convenience.

To further refine the campaigns, HelloFresh integrated anonymised Spend Insight to reach audiences where competitor meal-kit providers hold market share, allowing HelloFresh to tailor communications with specific messaging to incentivise switching.

Benefits:



Granular Household-Level Targeting:

Going beyond postcode-level data to understand individual households.



360° View of the Customer:

Offering a holistic understanding of motivations and behaviours-not just existing customer transactions.



Global Segmentation Capability:

Supporting HelloFresh's international ambitions.



Impact:

+19%

Conversion Rate

using Mosaic segmentation.

-17%

Cost-Per-Acquisition

using Mosaic segmentation.

+23%

Conversion Rate

across campaigns enhanced with Experian Spend Insight.

This is a powerful example of how data, creativity and collaboration can revitalise traditional channels.

By combining customer data with Experian's accurate household level insights, HelloFresh has proved that personalisation isn't just a buzzword, its a performance driver.

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