UDAAN
TECHNOLOGIES

CASE STUDY: STANNP THE DIRECT MAIL PLATFORM

How Stannp eCommerce clients automated Discounting coupon campaigns via US & UK postcard ?
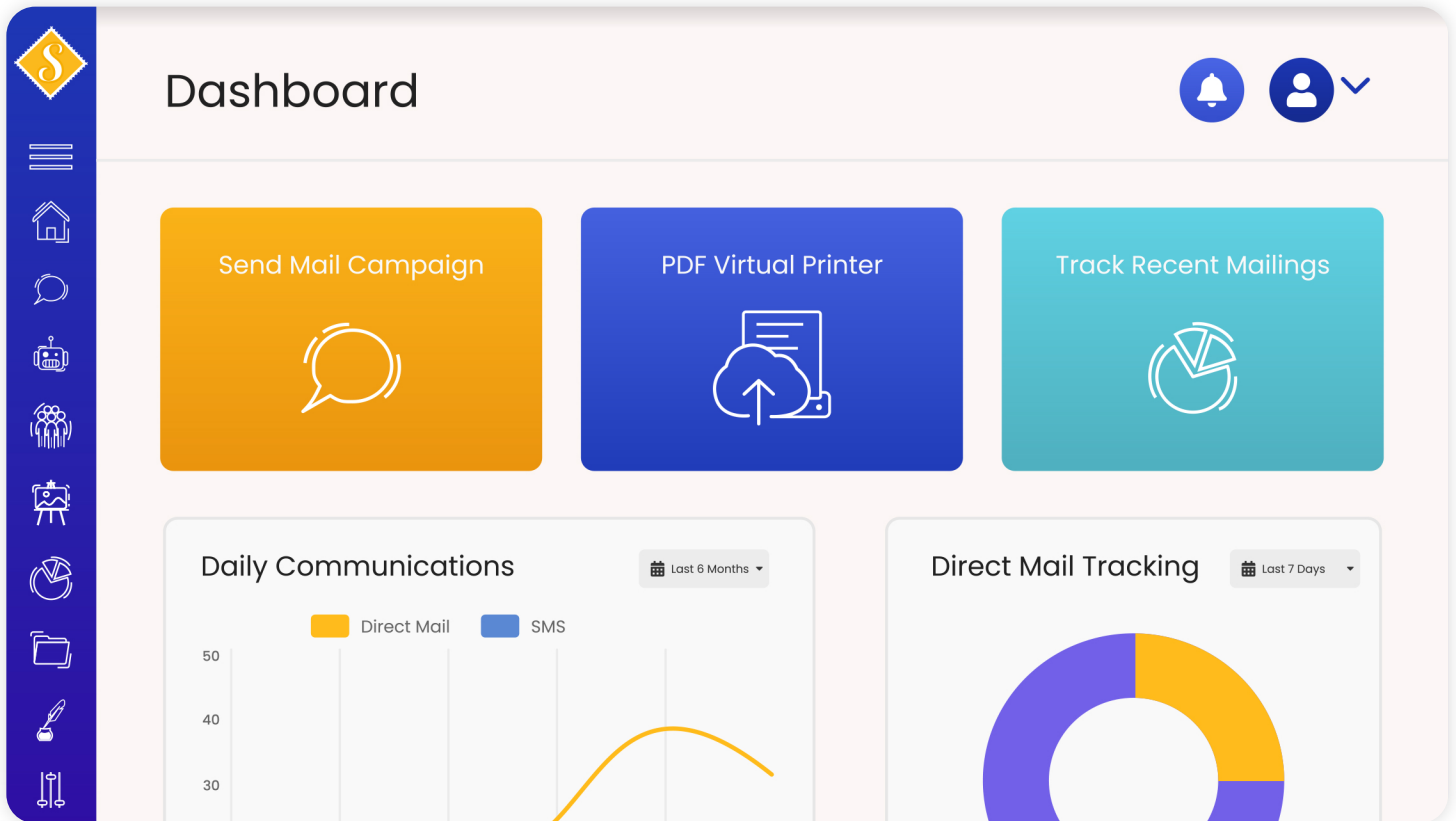

Introduction

Stannp is a direct mail platform that allows businesses to send postcards and letters to customers. By integrating with Shopify, Stannp offers an app that simplifies physical mail marketing for eCommerce businesses, enabling them to easily design, print, and deliver personalized mail directly to their customers.

Project Overview

Stannp wanted to expand its services by allowing Shopify merchants to manage postcard campaigns directly from their stores. The objective was to enable seamless integration for creating and managing personalized marketing materials, enhancing customer engagement through physical mail.

The Challenge

Stannp needed a solution that could integrate with Shopify, allowing merchants to upload their own logos and designs, customize messages, and automate the sending process. Ensuring user-friendliness while managing a wide variety of print formats and delivery options was a priority.

Client Expectations

Stannp aimed to provide Shopify merchants with:

- ☑ The ability to easily design postcards with customized branding and messages.

- ☑ A system to automate the process of sending physical mail to customers post-purchase.

- ☑ Real-time tracking and reporting on postcard delivery and campaign performance.

Approach

To meet these goals, we developed a custom Shopify public app with the following features:
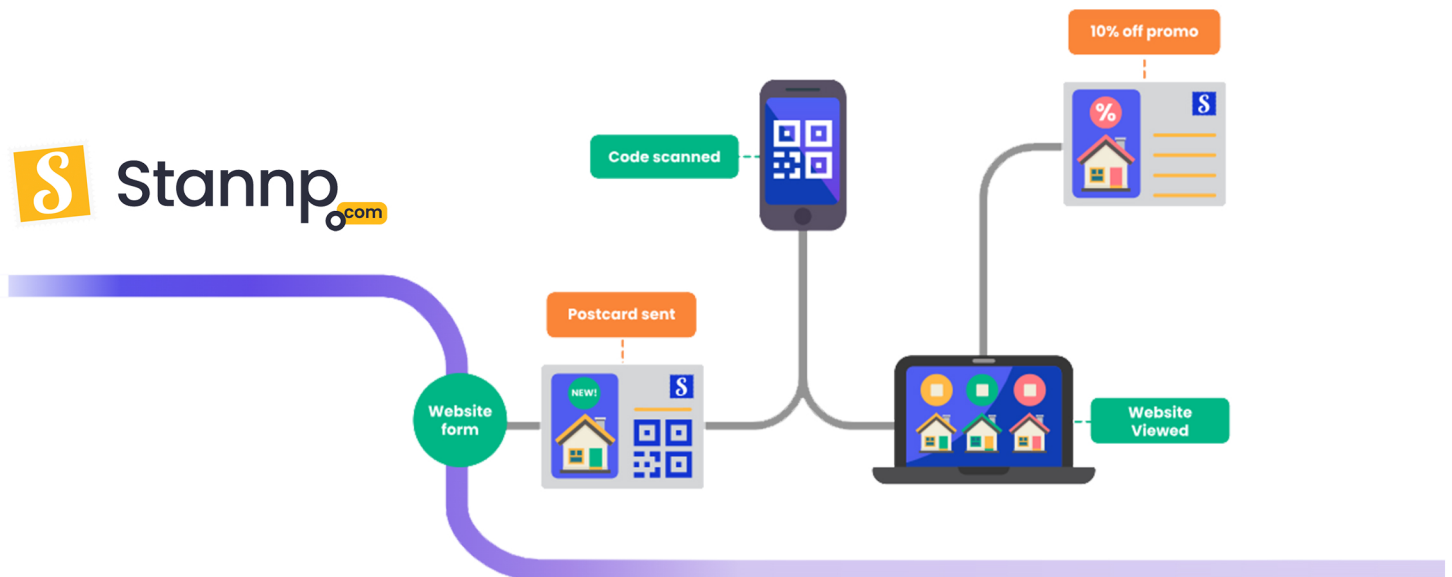
☑ **Easy Design Uploads**

Merchants can upload logos and images, and personalize postcard designs with ease.

☑ **Automated Campaign Management**

Merchants can schedule and send postcards automatically based on triggers like new customer orders or special promotions.
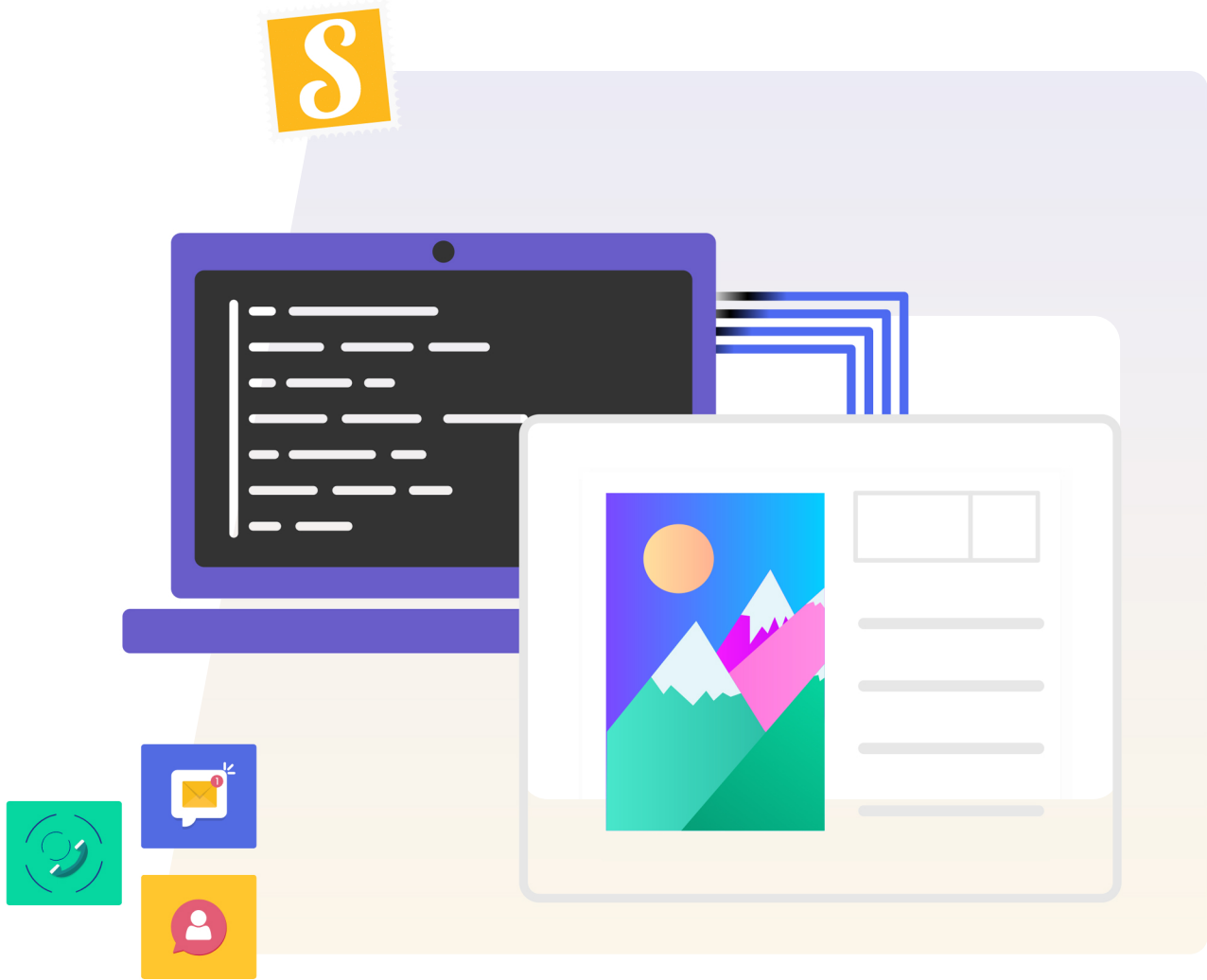
☑ **Real-Time Tracking**

Merchants can track the status of each postcard campaign, ensuring visibility into delivery and performance.

First Class Automation

How We Helped Stannp Grow

By integrating directly with Shopify, we helped Stannp reach a broader market of eCommerce businesses. The app allowed merchants to engage customers more effectively, creating personalized marketing campaigns without leaving their Shopify dashboard.

Platforms and Technologies Used

Laravel

Shopify

Tangible Results

☑ **30% Increase in Customer Engagement**

Merchants using postcards saw a significant increase in repeat customer engagement.

☑ **Streamlined Workflow**

Reduced time spent on manual marketing, allowing businesses to focus more on growth.

☑ **New Client Acquisition**

Stannp attracted a wider range of eCommerce merchants, contributing to overall growth.

Client's Perspective

Stannp's Shopify app provided an essential tool for merchants looking to combine physical mail with digital marketing. The seamless integration allowed merchants to design, track, and manage postcard campaigns effortlessly, improving efficiency and customer engagement.

Insights and Lessons Learned

☑ **User-Centered Design**

Simplifying the user experience was key to merchant adoption.

☑ **Automation**

Automated triggers enhanced the value proposition by streamlining postcard deliveries.

☑ **Performance Tracking**

Real-time analytics allowed merchants to measure and optimize their campaigns.