CASE STUDY

dropspot™

By targeting both potential users and prospective vendors to join the DropSpot merchant network, CleverFunnel was able to dramatically increase the startup's reach, visibility, and user base in San Francisco and beyond.

clever funnel

dropspot™

"As a result of CleverFunnel's efforts, we now have over 60 merchants in San Francisco, who are actively receiving and completing that last leg of package delivery."

Background

With the rise of package delivery, the age of brick and mortar retail has, by all accounts, reached its twilight. With many retailers shifting their focus to online sales, the overall number of packages being delivered has been steadily increasing. UPS, one of the country's most active package delivery services, delivered around 19.1 million packages every day in 2016. In 2017, Amazon claimed it shipped over five billion items through its 2-day delivery option, Amazon Prime. Unfortunately, this trend of shopping from home butts heads with the struggles of modern urban living. The combination of apartments not being outfitted to accommodate this influx of package delivery and the steady increase of package theft has left many Americans in a tight spot. How do we continue getting the products we want at home safely and conveniently?

DropSpot, a startup founded in Denver, Colorado, seeks to change this. The company, founded by Cam Dougherty, seeks to revolutionize the last leg of package delivery by allowing its users to have their packages delivered to local businesses convenient to them. "DropSpot also supports local businesses, by allowing members of the community to come in, interact, engage, and support one another," says Cam. Finally, the startup's model benefits apartment managers responsible for buildings that simply do not have a way to provide safe package delivery options. "We were tired of our own packages getting stolen from our doorsteps. We knew we could come up with something better," says Cam.

Problem

Like any startup, the problem that DropSpot was seeing was primarily focused around finding enough users to download and use the app. However, DropSpot also needed to reach out to merchants in areas to become DropSpot merchants. Without them, users would have no convenient options for package delivery. For any startup, it's difficult to speak to one audience. For DropSpot, that problem was magnified twofold.

Solution

The two largest opportunities that CleverFunnel identified were acquiring DropSpot merchants and DropSpot users. These two groups were crucial to the success of the company. DropSpot chose San Francisco as the first city that they wanted to gain ground in. On their own, the DropSpot team was able to secure a partnership with several apartment buildings in the city. To start, CleverFunnel ran a series of social ads targeted to both merchants and potential users in San Francisco. These ads served both to encourage app downloads, but primarily served as a form of "ground softening,"

which is the process of familiarizing prospects with a company before formally marketing to them.

The CleverFunnel team then proposed to target the businesses around these apartment complexes first, to give residents in these communities plenty of options for designating DropSpot merchants to have packages delivered to. To find these businesses, CleverFunnel proposed to datamine and discover emails for every business within walking distance of the apartments. Once those emails were acquired, CleverFunnel would then send out a string of outbound emails to introduce DropSpot, and to discuss the benefits of becoming a DropSpot merchant. To encourage residents of these apartments to sign up to use DropSpot, the CleverFunnel team produced a printable that could be stuck to a resident's door that simulated a "missed package" slip common to package delivery companies. This slip would discuss the benefits of joining DropSpot.

Results

The process of ground softening, to data mining merchant targets, to combining print media with online advertising proved incredibly successful for DropSpot's growth in San Francisco. "As a result of CleverFunnel's efforts, we now have over 60 merchants in San Francisco, who are actively receiving and completing that last leg of package delivery," says Cam. The user base has seen impressive growth as well. As a result of working with the CleverFunnel team, DropSpot has seen its user base expand by 400%, and continues to see new merchants and customers sign on daily.

Summary

For any startup, customer acquisition is usually priority number one. For app companies, the number of app downloads to sustain a vibrant community is another massive hurdle. However, by strategically and efficiently approaching the two distinct prongs of user aquisition, both users and merchants, CleverFunnel was able to deliver distinct and quantifiable success. This has resulted to sustained growth of DropSpot merchant locations and users, with plans to expand into several other metro areas in 2018 and beyond.

400%
USER BASE GROWTH