

CASE STUDY: 1-to-1 Marketing Campaigns

Multichannel Campaign Yields 12% Return

Combination of print, PURLs, and special offers builds customer response to holiday campaign

Challenge

The client was looking for a unique way to incorporate variable data into a multichannel campaign that would increase loyalty and revenue from both its existing customer base and prospective new customers.

Solution

When it comes to color digital variable data, CCI brings the conceptualization, data management, and production capabilities proven to increase client ROI for their print spend. Showcasing its abilities in combining XMPie technology with the company's iGen digital press, CCI helped the client develop a holiday promotion, which offered recipients a compelling—yet simple—example for using their valuable customer data in a resounding way.

The client compiled a list of the top 1,600 candidates (customers and prospects) it believed would benefit most from the offering. Each contact was then sent a cost-effective, 4/0 postcard with a personalized cover image and unique PURL that allowed them to access more information and order a full-color, wire-o-bound calendar with 12 images personalized to their own unique information.

Results

Just days after the mailing, PURLs received 300+ hits, with nearly half of visitors completing surveys that provided even greater insights into their needs. Final qualified leads exceeded 12% (compared with average 1-1.5% response rates of generic direct mail.)

"Every organization has over the years compiled rich, untapped areas of opportunity in their customer databases," said Jason Wienke, eProfessional Services Manager. "Our team gives them the ingenuity to convert these assets into realizable revenues."

CVDP promotions have served largely as conversation starters, helping marketers visualize real improvements to traditional campaigns.

"CCI is all about improving client value in every venue—be it direct marketing or any other service offering," added Wienke. "The new economy makes what we provide even more valuable. Saving money, improving results, or enhancing ROI, we're here to make customer goals a reality."

Challenge:

Increase customer loyalty and generate new revenue.

Solution:

Developed a creative multichannel campaign that utilized a combination of print, PURLs, and a special offer to increase campaign response rates.

Results:

Qualified leads exceeded 12% (compared with average 1 - 1.5% return on standard direct mail).

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