

## CASE STUDY: Retail

# Integrated Communication Solutions

Combining Variable Data, Digital Print Technology and Mail Tracking Leads to Big Results

### Challenge

A large US retailer wanted to use an integrated direct mail campaign to drive customers to a national store event taking place at over 250 stores across the US. Data quality and timing were imperative to the success of this campaign. Store events had been prescheduled, but the customer also needed the flexibility to make last-minute changes to event dates or add additional stores to the mailing, as needed.

### Solution

Through a unique blend of integrated communication solutions, CCI helps retailers reach customers through a variety of communication channels, whether direct mail, e-mail, or point of purchase materials, to drive traffic to your stores and enhance your customers' overall experience.

For this project, postcards with up to six variable fields were printed digitally and mailed to nearly 230,000 recipients. Over the course of three months, 12,000 - 30,000 postcards were mailed each week to correspond with events taking place at over 250 nationwide store locations.

CCI was able to accommodate last minute changes to event dates or add additional stores to the mailing with its quick-turn production cells and experienced team of IT programmers. Full variable pieces were processed, tested, proofed, printed and mailed within five business days.

As an added value, CCI used its mail tracking solution, Itrak, to determine how fast the mail was moving and how many pieces were actually delivered. To help the event mailing be "fresh" in the recipients' minds, we used Itrak to follow mail delivery rates to ensure mailings were reaching homes at just the right time. And by placing unique information into the IMB, we were also able to determine who was not receiving the mailing and provide data back to the client for follow-up.

### Results

Through a combination of variable content, digital print technology, and mail tracking solutions, stores experienced significant attendance rate increases over past events.

#### Challenge:

Develop an integrated direct mail campaign to drive attendance rates at a national store event.

#### Solution:

CCI utilized a combination of variable content, digital print technology, and mail tracking solutions to reach nearly 230,000 recipients.

#### Results:

All 250+ stores experienced attendance rate increases over past events.

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