

CASE STUDY

DIRECT MARKETING / ONE-TO-ONE VDP

ONE-TO-ONE

RESPONSE RATE

CUSTOMER LOYALTY

GEOMAPING

CLIENT: Telecommunications

PROJECT: One-to-One Marketing Campaign

OBJECTIVES:

To drive an upgrade of current subscribers' merchandise which would also result in the extension of their annual contracts – driving incremental sales and encouraging greater customer loyalty

SOLUTION:

Leveraged variable data printing personalizing and customizing the following:

- Address and name – personalized address and led opening paragraph with name
 - Offer – versioned on customer's current phone & contract
 - Customer and phone images – versioned based on customer's history, gender, age and current phone
 - Combination of variables resulted in 87,000 different versions of the piece being printed for 1mm pieces
 - Geomapping – provided nearest store and directions based on customer's address
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RESULTS:

- Double digital response rates -- most successful promotion in the company's history
- Client called & requested, "that the mailing be shut down...phone centers cannot keep up
- Increasing redemption by 20-30 times the average promotion
- Cost per lead was reduced dramatically to 1/10th the traditional cost

SandyAlexander

200 Entin Road, Clifton NJ 07014 | 973-470-8100
www.sandyinc.com | hello@sandyinc.com

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