

# DIRECT MARKETING

## CONSUMER BANK AND AUTO FINANCE TRIGGER CAMPAIGN

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

**CLIENT:** Consumer Bank and Auto Finance Company

**PROJECT:** Develop a marketing campaign that would drive sales of Vehicle Service Contracts (VSC) to consumers who did not purchase contracts at dealers

### OBJECTIVES:

Sandy alexander was tasked with designing an automated marketing campaign to educate consumers about the value of VSC by utilizing direct mail, email, and landing pages triggered by data and consumer behaviors. The program would include segmented automation specific to each consumer in order to target selected individuals.

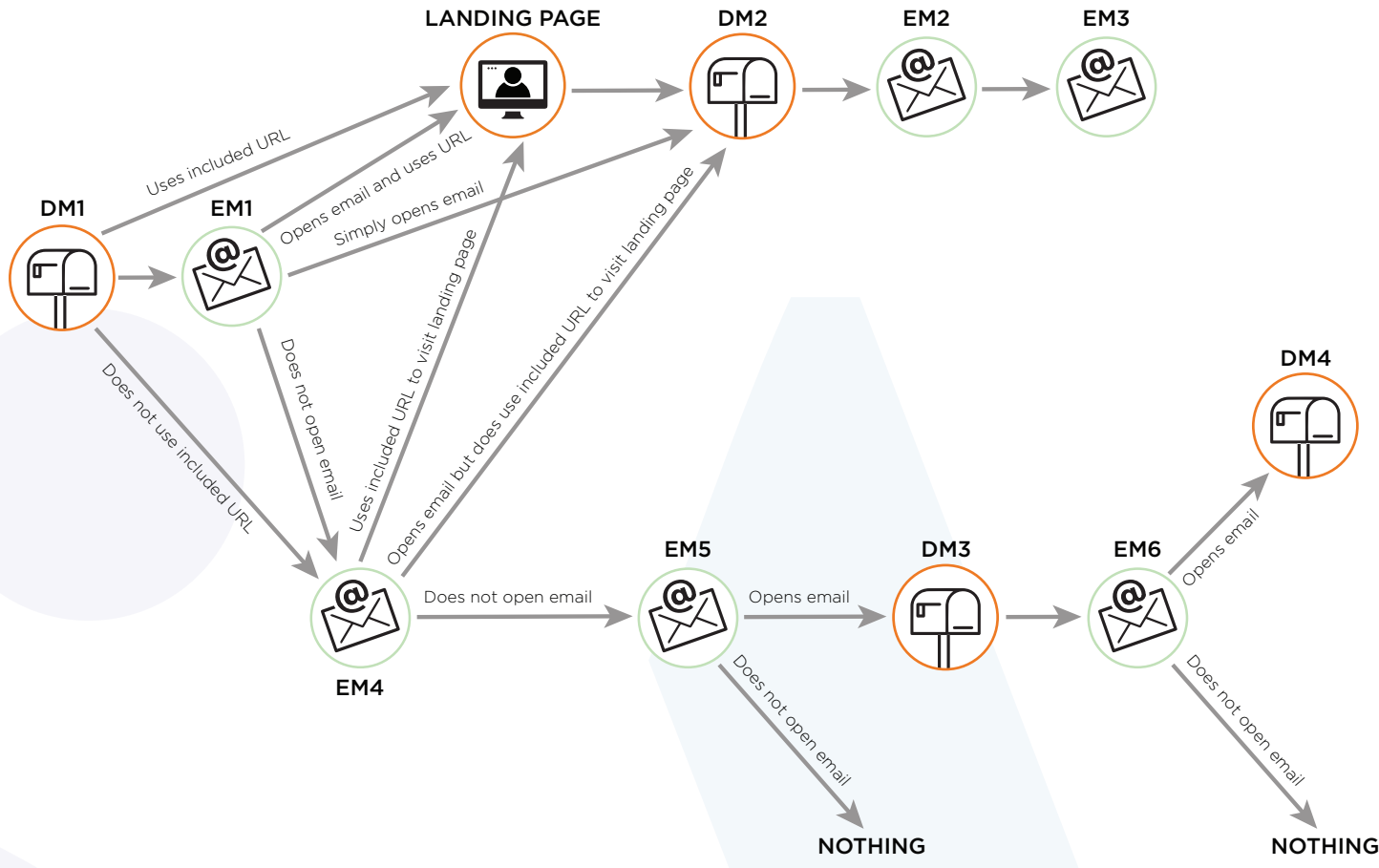
### SOLUTIONS:

**Segmentation:** Audience was segmented based upon the type of vehicle purchased (car, SUV, or truck) and purchase data in order to drive targeted messaging – rational buyers vs. emotional buyers.

**Automation Campaign:** After the audience targeting was completed, a four-point automated direct marketing trigger campaign was developed in order to reach the targeted consumer. Direct Mail pieces coupled with emails for each piece were sent out with Calls to Action directing consumers to a Personalized URL (PURL).

- **Touch 1:** Direct Mail Piece 1 (DM1) was variable 1:1 based upon data supplied and acquired as defined in segmentation. Call to Action was to visit the provided PURL.
- **Touch 2:** Email 1 (EM1) was triggered to arrive based upon Intelligent Mail Barcode Data captured from the US Postal Service. Call to Action – click to learn more or to purchase (click led to the PURL).
- **Touch 3:** Rule - If Consumer did not open email or visit PURL within 5 days, trigger Email 2 (EM2) – If Consumer opened email or visited PURL but did not convert then increase lead score, trigger Direct Mail Piece 2 (DM2) and trigger Email 3 (EM3).

- **Touch 4: EM 2 recipients** – Rule – If consumer opened or clicked through to PURL but did not convert within 7 days, send DM2. If consumer did not open or click through within 7 days, send EM3. **DM2 recipients** – If consumer opened email or clicked through but did not convert, trigger DM3 (letter format) and Email 5 (EM5).
- **Additional touches** – Additional touches were based upon further behaviors along a similar path to Touches 1-4. If lead score reached a target level then an outbound call was triggered to the bank’s call center.



## RESULTS:

Test program defeated the control in both response and ROI over the lifespan of the test program.



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

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