

# DIRECT MAIL

LOYALTY PROGRAM / ONE-TO-ONE VDP MARKETING

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

**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 loyaltys

## SOLUTIONS:

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
- **Geomapping** — provided nearest store and directions based on customer's address
- Combination of variables resulted in 87,000 different versions of the piece being printed for 1mm pieces

## 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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