

DIRECT MARKETING

HANDRAISER FULFILLMENT CAMPAIGN

INNOVATION

COST EFFICIENCY

CUSTOMER LOYALTY

INCREASED ROI

CLIENT: Automotive Manufacturer

PROJECT: Customized fulfillment handraiser campaign

OBJECTIVES:

- Consolidated and centralized handraiser response processing and fulfillment
- Request for collateral came from multitude of channels: events, website, tradeshow, etc.
- Produce cost efficient creative and process to handle 5 different creative formats
- Ultimately convert more Shoppers to Buyers

WORKFLOW REQUIREMENTS:

- Capable of utilizing an InDesign/PDF workflow based on customized template
- Requires online system to manage content and rules in real time environment

DATA REQUIREMENTS:

- Consumer brochure request posted each business day
- Request included various personalization data to be displayed on the brochures
- Variables included campaign or source program, images & information on various models, regional incentives, credit pre-approval, and private cash offers

SOLUTION:

- Utilize print-on-demand technology to link database information, creative graphics and personalized copy to digital printing for ultimate customization of customer's brochure
- Purchased and leveraged HP 10000 Indigo digital press which allowed us to turn around a One-to-One totally customized multiple page brochure in one pass

RESULTS:

- Mail approximately 15,000 totally customized requested brochures a day
- 2,500,000 personalized pieces have been mailed since the beginning of 2014
- All requested are mailed with a 72 hr. window
- Measurable correlation between handraisers and vehicle sales

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