



AN RR DONNELLEY COMPANY

Direct Mail with
MAXIMUM
IMPACT

THE CHALLENGE

A national leader in the telecom industry was looking to use a targeted direct mail piece as part of a multi-channel marketing approach for the launch of a new service. They needed to improve response rates from past direct mail efforts and were looking for measurable statistics to track Return On Investment.

THE SOLUTION

With an in-house mailing department to complement the largest digital printing fleet in the region, Nies provided a single source solution for all production needs. With decades of collective direct mail experience, the team was able to make suggestions regarding the size and format of the mailer and collaborated with the designers to ensure compliance with all USPS regulations. This ensured a mailing plan with maximum efficiency.

Details of the finished piece

Target Audience:

- Existing Customers looking to upgrade
- New customers from competing brands incentivized to switch

Frequency and Quantity of Mailers:

- Nies mailed to targeted markets on rotating basis
- Over 1.5 million pieces per week
- Follow-up mailers sent to non-responders

Variable Data:

- 5 to 6 variables per mailing based on consumer data
- variable images based on offer type and demographic
- Customized with personal information, PURL's, barcodes and QR Codes

THE VALUE WE CREATED

Response rates and ROI were easily tracked through Nies' internal system and provided to the customer regularly. These numbers showed the actual response rate was double the projected number. At one point, Nies had to slow down mailing operations to allow the client's technicians to catch up on service installation requests.

1.5 MILLION WEEKLY MAILERS

Client reported 100% increase in actual vs. projected response rates