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2009

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Project:	Amsterdam Printing Draws New Business with Personalized Mailer
Vertical Market:	Printing Services
Business Application:	Direct Marketing/Direct Order

Business Objectives

- Attract customers for Amsterdam Printing's line of promotional products
- Encourage online ordering through the use of a personalized URL (PURL)
- Introduce and demonstrate Amsterdam Printing's variable data printing capabilities

Results

Drop 1 - New/Prospective Customers

- Tested new creative and PURL against control (existing static mailer)
- Response was higher for the PURL group
- Order size was substantially higher for the PURL group

Drop 2 – Existing Customers

- Tested new creative with PURL against new creative with GURL (General URL)
- Response rate was higher for the PURL group
- Order size was slightly higher for the GURL group

Campaign Architecture

Trek created a dimensional mailer to showcase Amsterdam Printing's variable data capabilities and promote one of its personalized pens. Extensive use of variable data on each of the campaign components helped capture the attention of prospects.

The colorful package contained a sample pen (personalized to the recipient) and a customized mini poster, which included up to 10 unique images based on gender, first name and company name.



Recipients were encouraged to visit their PURL to order online and to see Amsterdam's complete line of promotional products.

Target Audience and Messaging

The first mailer targeted 60,000 new business prospects, primarily marketing managers and others in charge of ordering promotional materials for their companies. The second mailer went to 82,000 existing customers.

Offer

Recipients were given a special introductory opportunity to buy as few as 50 pens for 99 cents each.

List

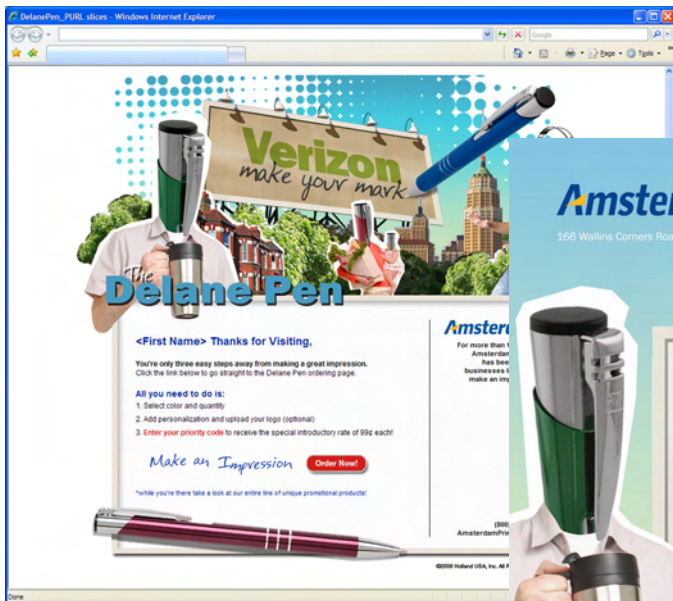
The first drop was sent to a purchased list and the second drop was sent to Amsterdam Printing's house list.

Creative and Outbound Pieces

The creative on the mailer, poster and personalized landing page featured "pen people" in a community setting. Images and text varied based on gender, first name, last name, and company name.

Reasons for Success

The creative use of personalization in the mailer caught the attention of recipients while the incorporation of a PURL gave people an easy response mechanism.



Client	Amsterdam Printing
Print Provider	Amsterdam Printing www.amsterdamprinting.com Amsterdam Printing employs more than 600 people and manufactures and sells 3,000 different promotional items, business forms, and human resource products in the United States, Canada and Europe. The company has grown to become a full-service leader and innovator in business-to-business direct mail and imprinted promotional products.
Creative Agency	Trekk Cross-Media www.trekk.com Trekk Cross-Media is a full-service marketing communications agency that combines strategic planning, creativity and best-of-breed technologies to deliver integrated communication solutions across new and traditional media. Its experience in variable data and web-to-print technologies over the past ten years has gained the firm national attention.
Hardware	Xerox iGen
Software	Data Processing Tools: SQL Server, Microsoft Access, Melissa Data Business Logic Tools and Composition Engine: XMPie Personal Effect Other Production Components: Microsoft Access, Melissa Data Mailers+4, SQL Server 2005, Microsoft Visual Studio
Target Audience	Marketing managers and others in charge of ordering promotional materials for their company
Distribution	Drop 1 – 60,000 Drop 2 – 82,000
Date	July 2008 - Two drops: first to prospective clients then to existing clients