



Case Study

How a Direct Mail Marketing Agency and mailing.com Drove Top-of-Funnel Leads for a National Company.

Overview:

One of our partners, a high-volume direct mail marketing agency - needed our support to create and execute a production cycle for them that would allow test vs control mailings. Alongside these mailings they also needed support with response analysis so they could make the right decision in mailing the final campaign.

Goal:

Increase top-of-the-funnel sales leads for the agency's largest client by testing two creative formats, choosing a format winner, and mailing the full campaign within 4 weeks.



“Our projects are as much of a priority to the team at mailing.com as they are to our team. They do a great job of delivering projects on time, and our projects are big runs with a lot of personalized data.

They're always available, and they find a way to get us what we need when we need it, even when changes happen. mailing.com has been a pleasure to work with, I happily recommend them.”

Chris M. – Direct Marketing Agency President

Launching Our Partner's New Test-And-Mail Program

This project overall was a collaborative effort from our agency partner and our team of direct mail experts working together to achieve the direct mail program goal.

Our Partner's Role

They provided both sets of creative, all lists, segments, and variable data files as well as testing analytics and quick creative approvals to ensure their campaign didn't miss a beat.

How mailing.com Supported

Our solution helped them by streamlining prepress and printing schedules to make sure the 4-week deadline was met and that the winning version of the test campaigns was mailed out on time.

While prepress was being scheduled, our data team analyzed and verified mailing lists as well as the variable data files to ensure accuracy and the lowest postal rate.

Once the test mailings went out, our production and scheduling teams coordinated daily with our sales team and our partner. This teamwork ensured that we all knew which version was the winner so we could start our production process and hit our partners time-sensitive drop date.

Results

Through our collaborative efforts, we consistently exceeded our partner's expectations and drove tens of thousands of qualified leads to our partner's client call center and website.

- Prepress and test mailing production time reduced by 72 hours
- Complete campaign printed and mailed in 3½ weeks
- Increased top-of-funnel leads vs. plan by 14%
- 20M pieces mailed with mailing.com within year 1.



Production time reduced by 72 hours



Start to finish in 3½ weeks



Increased leads by 14%



Pieces mailed in 1 year

Continued Success, Together

This Direct Mail Marketing Agency knows they have a partner that can help them grow their business and not just take orders. It was a pleasure to use our production horsepower and our expertise to support our partner and their high volume direct mail campaigns. Within this partnership that we have built it's been awesome to leverage their experience in the direct mail marketing agency industry and our 50+ years producing results-driving direct mail. Onward and upward!

We Can Help You Too!

mailing.com is a leading printing and direct mail company that provides end-to-end direct marketing solutions for SMB and Enterprise companies. Our state-of-the-art equipment and processes allow for flexibility and innovation in every aspect of a client's direct mail needs. mailing.com is a certified Full-Service Mail Service Provider (MSP) and one of the few companies that offer on-site USPS "Mail Anywhere" verification which provides our client partners enhanced accuracy and greater control over expectations for delivery. mailing.com was founded on the principle of family-like customer-centric service and is trusted by top American brands such as Subaru of America, CBRE, and AAA. Established in 1965 as United Printing & Mailing, mailing.com is based in Phoenix, Arizona. To get to know us better, visit www.mailing.com.

Our team is only an email away and can't wait to hear from you!

Here's your personal contact at mailing.com:

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