



Case Study

How a Start-Up Home Loan Company Filled Their Sales Pipeline Quickly by Launching a Direct Mail Program with mailing.com

Overview:

A new partner of ours, a start-up home loan company led by mortgage industry veterans, came to us for help in getting their direct mail program started. They wanted to quickly drive online and offline leads.

Goal:

Use Direct Mail to drive qualified calls and email inquiries resulting in loans originated.



“**mailing.com** is a real asset for us. I was blown away by the fantastic results from our initial campaigns. Our sales pipeline filled fast and stayed full, we got qualified leads, and are very happy with the amount of loans we originated from the start-up direct mail program. The team at **mailing.com** is so easy to work with. They’re responsive, smart and get things done!”

Marshall P. – Mortgage Company Partner

Launching Our Partner's New Direct Mail Program

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

Our Partner's Role

They provided specific customer demographics and other list criteria by loan type and created artwork, offers and content based on our mailing strategies.

How mailing.com Helped

Our unique solution involved developing targeted lists, pinpointing new prospects that were in the market for each type of loan, and presenting them with the right message at the right time. Our team produced and tested 3 key direct mail formats: letter mailings, postcard mailings, and snap pack mailings, testing multiple versions of each format within a drop. Mail delivery was also tracked to help with lead attribution insights.

Results

Through our collective efforts, we drove thousands of qualified leads to contact our home loan partner. The program not only drove calls to their phone bank, it also drove online inquiries through their website.

- 120-day pilot, program continued due to positive results
- 80,000 pieces mailed
- 12 different tests comprised of format, offer, loan type and list
- The winning test campaigns were sent 10X the test volume and drove 16X the results
- Direct mail response/call rate of 3.55%, online inquiries up 750%, converted 14% of online and offline responses tied to direct mail program into loan originations

12

12 different tests mailed

16X

Results were up 16X vs. control

14%

14% conversion to loan originations

Continued Success, Together

This home loan company knows they have a partner that can help their business grow, not just take orders. Our testing program leveraged their experience in the mortgage industry and our 50+ years producing results-driving direct mail.

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

Sam Jorgensen | Business Development
sjorgensen@mailing.com

mailing.com
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