



Case Studies

Caterpillar®

Custom Printing

Fager's Island

Salvatore Principe Gallery

Strike Yachts

Thermo Spas®

Eli Lilly Federal Credit Union

Format Split Test



Client Case Study - Caterpillar®

Repeat mailings drive explosive growth



Challenge

Caterpillar was searching for a lead generation system to supply its outside representatives with appointments that would decrease wasted time and drive sales. The program would need to touch diverse market segments over a wide geographic area and handle regional and even local nuances. Each industrial segment uses different equipment and there were several tiers of customers represented in each. Based on various criteria there needed to be different copy, art, graphics, and offers which varied dealer by dealer.

Solution

Caterpillar chose the VDP Complete® lead generation system to meet these requirements. Variable data postcards were customized to new business prospects and mailed to their business locations. The copy and offers were tailored to each lead's demographic information that included industry, number of employees, revenue, and other relevant factors.

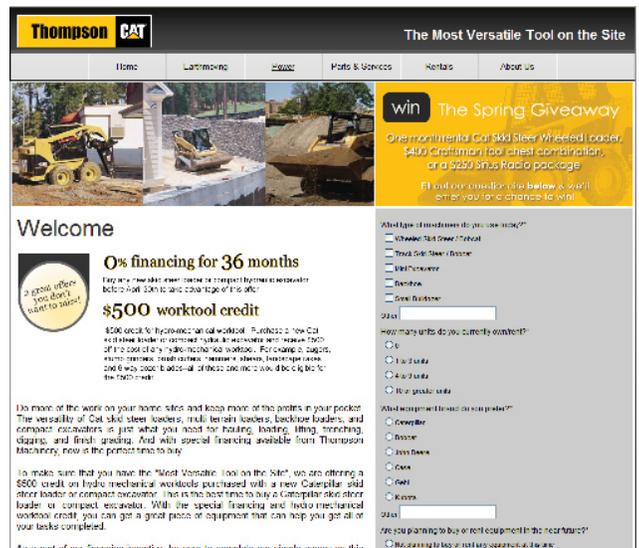
VDP Complete developed personalized landing pages which included a survey form and variable data fields throughout. Every piece of information was variable and was based on the same demographics as the card from a shared database. The call to action was to fill out a survey for a chance to win various prizes that varied by region.

Results

Every prospect that visited the web page triggered a real time alert to the appropriate sales person. The alerts could be received and easily read on a laptop, PDA, or cellular phone. Combined statistics were available to each branch on line and on demand.

The campaign generated a consistent flow of actionable leads. Many were prospects in the buying cycle. The mailings consistently pulled response rates in excess of 4%. The leads created from the campaign generated sales and provided a healthy return on investment.

 This CAT campaign used variable marketing to create dozens of unique messages.



What's Included in VDP Complete?



Client Case Study - Fager's Island

Finding ideal guests for luxury boutique hotels



Client Goal

John W. Fager, the owner of the Fager's Island hotel and restaurant complex, was seeking to find not only more guests for his two boutique hotels in Ocean City, Maryland, but also to locate only those that were likely to have the highest average bills.

Prospect Demographic Criteria

Fager's Island is a high-end luxury property in a town known for family vacations. The first step in designing the campaign was a detailed analysis of the house file. Our proprietary analysis methodology was able to uncover demographic information on the guest who stayed the most nights and had the highest average bills. New prospects were selected according to the following criteria:

- Specific age, income, marital status, and number of children
- Home residence location, not only by city, but by specific zip codes in the particular city

Solution

Four groups of new prospects matching the ideal customer profile were selected and then touched 3 times each (spring, fall and winter) with a colorful postcard that featured alluring lifestyle photos taken on the property. This piece was the first in a series of three. The initial card focused on the beauty of the area's sunsets and the romantic luxury of the rooms. The tropical scene was delivered to the Baltimore area in February. The second card focused on the regionally renowned food from Fager's Island's restaurant paired with the high-end interiors and views of the rooms. The third card featured a close up art photo of monkeys carved into furniture which is a signature of the hotel's style and the owner's advertising fit and feel.

Results

The campaign drew an overall response of 3.5% to cold prospects, and generated a significant increase in brand awareness. The campaign introduced many ideal customers to the Fager's Island properties and generated a very healthy return on investment.



Unsurpassed view & luxurious suite seeking romantic couple.

VISIT US ONLINE AT...
stay.fagers.com/<TRACKINGNAME>



Client Case Study - Salvatore Principe Gallery

Finding art galleries to wholesale giclee reproductions



Client Goal

The Salvatore Principe Gallery needed to supplement their revenue while increasing exposure of the artist's signature canvases. Selling giclées (canvas reproduction prints) in wholesale packages to other galleries was determined to be the best opportunity for both of these goals.

Challenge

With limited time and budget, design a direct marketing campaign which included:

- Creating the offer, art packages and pricing
- Locating the right prospects to mail
- Designing the marketing piece
- Pricing and printing the product offer
- Creating new web pages to support the offers

Solution

Fixed Cost Per Piece

The VDP Complete lead generation system was able to provide all of the disparate services needed to create a direct mail campaign with a simple, out the door cost per piece price. The fixed cost enabled the Salvatore Principe Gallery to successfully budget for their marketing without concerns over unexpected costs that typically occur with traditional direct mail.

The Right Prospects

Finding the correct establishments to expose to Sal's artwork was critical. Art galleries were selected with annual revenues above \$250,000 as these outlets were likely to have capital on hand and a requirement to expand and refresh their product lines.

Design Befitting an Art Gallery

A vibrant, high quality print postcard detailed showcased the art and the gallery's signature "heart" theme. A unique URL for each prospect was printed prominently with a call to action to view the full collection and more details online.

Results

In addition to phone calls, 6% of the recipients visited the website to view more information. Rather than being lost as with traditional direct mail, web visitors identified by their unique URL's were flagged for further follow up by the gallery's sales staff.



Client Case Study - Strike Yachts

Highly targeted mail generates interest in new models



Challenge

Roxanne Willmer of Strike Yachts in Pompano Beach, Florida was looking to create a comprehensive national sales campaign for the new Strike 37' Walk Around Sport Fisherman. Strike needed to capture customer interest, gather contact information, acquire new leads, and prioritize sales opportunities.

Strike required a system to build brand awareness, maintain contact with existing leads and discover new prospects. Both time and financial resources were limited.

- The house file consisted of a collection of printed web and phone contact forms, hand written notes, and business cards accumulated over the last two years
- Strike knew which prospects they wanted to target, but was unsure of how to acquire new prospects and combine them with their existing leads
- The management team was too busy running day to day operations to create a new marketing strategy and then coordinate a mail list provider, copywriter, graphic designer, printer, mail house, and web developer in order to implement the program

Solution

Strike chose the turn key VDP Complete® lead generation to meet all of their requirements. VDP Complete provided additional value above and beyond traditional marketing campaigns.

Data Compilation & Analysis

First, database experts put Strike's house file into a useable electronic format. Next, using information learned from a detailed analysis of the house file, new prospects were found that matched the following criteria:

- Owners of competitors' boats from 29-60 feet
- current boat age greater than 5 years
- Personal demographics (age, income, etc.) similar to current customer profile
- Relevant economic factors such as increasing gas prices made owners looking to downsize a good target as were yacht fishing owners looking for a more economical platform

Strategy, Copywriting & Message

Strike selected a 12 cycle direct mail campaign that would target sport fishermen who were likely to make a new boat purchase.

- The VDP Complete project manager reviewed Strike's materials and developed copy and messaging consistent with the company's existing fit and feel.
- Each mail piece prominently featured a unique web address that led to a personalized web page with opt-in marketing.
- The call to action was to download a review of the Strike 37 by Florida Sport Fishing, a leading industry magazine.
- The web landing page featured an opt-in form pre-populated with the visitor's existing information. The page served two purposes: First, the page recorded interest for Strike's sales team even if no requests were made. Second, it allowed visitors to request a brochure and to submit additional information such as phone numbers and email.

Print Design & Web Design

VDP Complete staff managed the entire process, including graphic design and web development.

- To capture immediate interest and highlight the Strike lifestyle, an action shot of the boat underway and vivid fishing photos were selected.
- Using Flash, the landing page dynamically scrolled through a series of appealing action shots and the interior details of the yacht to show quality and value.
- A pre-populated opt-in form made it easy for customers to request information. A button provided quick access to the magazine review.

Printing, Postage & Mailing

The VDP Complete project manager coordinated the printer, the mail house and the delivery to the post office, assuring that all aspects of fulfillment were accomplished on schedule.

Client Case Study - Strike Yachts

Highly targeted mail yields results



Response Tracking:

VDP Complete web technology identified every unique URL, sent a real time email alert to Strike for follow up and recorded the information in a state of the art online reporting program. This functionality allowed Strike to capture a list of "soft leads" from web visitors who did not take additional action. This process identified more prospects than would have been possible with traditional direct mail.

Results

The very first mailing of the campaign, which included existing prospects, pulled a 14% response rate. Response among new prospects who were not previously part of Strike's lead list was also very strong at 9%.

- Design played a critical role in capturing attention by using appealing photos that featured lifestyle.
- The use of unique URL's identified the specific person visiting the website and allowed Strike to capture interest without a follow on action by the prospect.
- A web opt-in form was pre-populated with the visitor's name and address and allowed them to submit additional information such as their home phone number and email address and to easily request additional information.
- In addition to real time email alerts, Excel leads were exported to provide a warm prospect list to Strike's sales team.

Lessons Learned & Best Practices

A direct mail piece has only a few seconds to get noticed and capture a prospect's attention. Highly personalized and relevant content that is presented with bright lifestyle shots are the ones most likely to stand out from the crowd.

- Targeted mailing is best accomplished with variable data that speaks to each individual recipient.
- Finally, copy which drives the prospect online with a web based call to action helps improve the response rate by capturing the interest of leads who do not call or submit a request for more information.



Strike 37 WALKAROUND SF

A revolution in maximum fishability.

We are excited about the launch of our newest model. The STRIKE 37 Walk Around has exceeded our already high expectations. We believe we have created an excellent hard-core fishing machine with the comforts of a family cruiser.

All Strikes are semi-custom built to order and sold factory direct. This offers you the opportunity to outfit the boat to meet your own personal needs. We are confident that our new STRIKE 37 Walk Around is like no other on the market.

Phone (954) 596-6611

[Read our review in South Florida Sport Fishing magazine](#)

FLORIDA SPORT FISHING

Get more information from Strike

First Name	John
Last Name	Sample
Address	255 NE 2nd Ave Ste 436
City	Delray Beach
State	Florida
Zip Code	33444
Phone	800.735.2578
Email	

Please send me more info

Submit

Client Case Study - Thermo Spas

Automatic follow up on leads drives explosive growth



Challenge

Thermo Spas of Wallingford, Connecticut needed a direct customer contact system to augment their sales force in closing existing leads. Prospects who had requested information from the firm from a variety of sources but had not yet bought a hot tub were the target audience. The contacts were often located in rural areas that precluded the preferred onsite sales visit. The firm had developed an online design tool to service these customers, but traffic to the web from these key leads was not meeting expectations.

Thermo Spas required an automated system to maintain contact with existing leads and drive them to the website tool for sales fulfillment. The program needed to run independently of already overburdened sales and marketing personnel. Additionally, the firm required that the quantity and quality of leads developed could be definitively tracked.

Solution

Thermo Spas chose the turn-key VDP Complete® system to meet their requirements. Variable data postcards were customized to each prospect and mailed to their home address. The copy and offers were tailored to each lead's known preferences and location.

VDP Complete developed personalized landing pages which included a pre-populated opt-in form and variable data fields throughout the text. A flash movie featured lifestyle footage of popular spa models being enjoyed. The call to action was a simple button to begin the design process.

Results

The campaign mailed an average of 800 pieces per week and has consistently pulled response rates of 15.5%. These follow-up mailings have yielded an additional sale for every 7 responders at an average ticket of \$11,000. The resulting revenue of \$187,000 per mail cycle has provided an impressive return on investment well in excess of 10,000 %.



Client Case Study - Eli Lilly Federal Credit Union

Highly Targeted Mail Yields Results



Challenge

Eli Lilly Federal Credit Union (ELFCU) was looking for a better way to contact new and existing members to expand their utilization of credit union services. Traditional direct mail methods that included letters in envelopes were showing declining rates of return. ELFCU had a membership database, but did not have a methodology to segment and communicate with each member on an individual level. Standard marketing efforts offered the same copy and art for all for all members.

ELFCU required a coordinated marketing campaign to improve customer communications, increase the number of product lines used by each member, educate members on available services, and indoctrinate new members into the system. The marketing staff was already fully engaged in other projects and required a turn-key solution that would handle the entire process. Additionally, ELFCU wished to retain the lead on card and web design, while at the same time not getting bogged down in technical execution.

Solution

ELFCU chose the VDP Complete® lead generation system to meet these requirements. The campaign was divided into two parts. The first focused on existing numbers and the second was dedicated to new members.

Data Compilation & Analysis

As part of the process to create the campaign, critical data was appended to the membership that allowed segmentation to occur. This new information gave ELFCU valuable insight into their membership base and allowed them to deliver the right message to the right customer at the right time.

The existing membership base was segmented into four groups and targeted with appropriate content. For the first drop, the groups included:

- In the market for a new car
- In the market for a used car
- Pre-approved candidates for refinance
- Invitation to apply for refinance

Campaign Design - Existing Members Drop 1

In order to improve auto loan volume, the existing membership was targeted with a series of solicitations based on their market segment. The format for these pieces included 6x9 postcards and folded and tabbed mailers. Each piece featured a unique and personal URL that offered an additional response mechanism.



Each segment featured unique copy and special 800 number. ELFCU was able to track responses from phone calls, web hits, opt-ins and branch visits.

ELFCU discovered that each card had a shelf life that was longer than expected. Because web hits and phone calls were tracked by individual, the credit union was able to determine what offer and what marketing message had driven the response. The information was used to improve drop 2.

Client Case Study - Eli Lilly Federal Credit Union

Highly Targeted Mail Yields Results



Drop 1 Landing Page

SAVE SOME GREEN WITH ELFCU.

John,

Save Some Green with ELFCU

You've got a small car. And you don't want to drop a big chunk of cash on a new one right now.

... But how about refinancing your used car to get a better rate? For a limited time, your Go Green Auto Loan rate from Eli Lilly Federal Credit Union will be based on the miles per gallon your used car gets.

Why didn't we think of this sooner? ... Right?

Why don't you have an auto loan elsewhere, it's time to refinance at ELFCU. Start the New Year right with a timely decision for your wallet.

ELFCU's Go Green Auto Loan
Rates as low as 5.74% APR* less your mileage per gallon discount!

*Rate will be based on a vehicle's miles per gallon (MPG) for regular vehicles or based on city MPG for hybrids, which according to government estimates accounts for 16.7% of the average. See [www.fueleconomy.gov](#) for details.

Crunch the Numbers Now
Determine your very own Go Green Auto Loan Rate!

STEP 1
What's Your Credit Score?

If you know it, great! If you don't, you might want to make an online inquiry for the value of your credit rating. When you apply for your loan, we'll let you know which rate is definitely yours.

STEP 2
What's Your MPG?

Don't know it? No worries. Simply use this link to find your MPG. Your account is based on city miles for a hybrid and highway miles for all other vehicles.
[MPG Lookup](#) www.fueleconomy.gov

Annual Percentage Rate	Up to 36mo	37 to 49mo	50 to 60mo	61 to 72mo
740+	5.74	6.03		
680 - 739	6.24	6.54		
640 - 679	7.24	7.59		
600 - 639	9.45	9.95	10.24	
550 - 599	13.58	14.49	14.74	
<550	16.58	17.49	17.74	

STEP 3
Like What You See and Ready To Apply?

Once you've estimated your Go Green Auto Loan Rate, you are all set to apply!

- Go to our ELFCU homepage,
- Call our toll free, 888.621.2105, ext. 1, or
- Click through to the application on [elfcu.org](#) now, or
- To get the application process started, complete this form now!

ELFCU'S NEAREST OFFER

Start the New Year off right for the environment and your wallet with a Go Green Auto Loan rate from Eli Lilly Federal Credit Union.

LOAN RATE BASED ON MILES PER GALLON!
Sound interesting?
Contact Us!
800.621.2105, ext. 1

Members Auto Source Representative

Talk to Members Auto Source, our auto buying experts—discover if you're thinking about trading in your used car for something new, they'll shop for you!

A team of experts is standing by to help you find the car you want. Just let them know what you're looking for, and to buy, to rent and find it, all to cost so you, it's sheer simplicity applied to the usual burdens of buying a car. Get the vehicle you want without overgoing to a single dealership.

Ready to start shopping with help from MAZ? Speak with an auto buying expert now, 888.621.2105, to learn more.

The flexible benefits of Personalized Auto Buying from Members Auto Source:

- New & Used Vehicles
- Prices Negotiated
- Trade-ins Accepted

Payment Calculator

Amount:

Rate:

Term:

MPG:

Calculate

First Name: John
Last Name: Sample
Address: 4527 Central Ave.
City: Indianapolis
State: Indiana
Zip Code: 46240
Phone: (317) 331-2176
Email: jfitzpatrick@elcfcu.com

Campaign Design - Existing Members Drop 2 Pre-Approved

YOU HAVE IMPECCABLE TIMING!

We know you're in the market to buy a vehicle. And Members Auto Source is presenting its Spring Auto Sale. What does that mean for you?

A massive selection of new & used vehicles
Predetermined pricing

Trades accepted at competitive values
Preapproval and on-the-spot financing

No negotiating, no hassle and zero pressure.

Congratulations! You're Preapproved to Buy.
Have you always dreamed of driving a new car? Now you can! Members Auto Source has a massive selection of new & used vehicles. The car you want is here. Preapproved financing is available. Trade-in your old car. No negotiating, no hassle and zero pressure. [http://vip.elfcu.org/JohnFitzpatrick](#)

THIS CHECK GOOD TOWARD WHEELS + DEALS.

Pay to the order of: **John Fitzpatrick** \$30,000

Thirty thousand and 00/100

ELFCU

Pre-Approved

Campaign Design - Existing Members Drop 2 Invited to Apply

MEET MEMBERS AUTO SOURCE

Members Auto Source has more than 50 years of collective expertise in the auto industry. Come to the sale to benefit from their expertise!

Michael Ruff
Members Auto Source Manager
"You can always rely on our team to make sure you get the best deal on the auto industry."

Nick Lewkowicz
Members Auto Source Representative
"You can always rely on our team to make sure you get the best deal on the auto industry."

Kristen Pulse
Members Auto Source Representative
"You can always rely on our team to make sure you get the best deal on the auto industry."

Dean McBride
Members Auto Source Representative
"You can always rely on our team to make sure you get the best deal on the auto industry."

WHAT DO YOU WANT TO DRIVE THIS SPRING?
These makes will be featured at the ELFCU Spring Auto Sale:

Acura	Ford	Honda	Subaru
Buick	Ford	Subaru	Toyota
Chrysler	Ford	Subaru	Volvo
Chrysler Dodge	Ford	Subaru	Volvo

Client Case Study - Eli Lilly Federal Credit Union

Highly Targeted Mail Yields Results



Campaign Design - New Members

New members were segmented into six groups. Each new member received a personalized letter welcoming them to the credit union that featured offers and information pertinent to their demographics.

Personalized letter template for Eli Lilly Federal Credit Union. The letter includes a header with a call to action: "Call ELFCU today toll-free 800.621.2105". It features a "Welcome to Eli Lilly Federal Credit Union!" heading and a "Call ELFCU today toll-free 800.621.2105" callout. The body of the letter is personalized with fields for name, address, and phone number. It includes a congratulatory message and lists various services offered, such as Direct Deposit, CU CheckCard, eBranch Internet Banking & eStatements, Real Estate Services & Home Equity Loans, Auto Loans & Auto Buying Service, Student Loans, Credit Cards, Savings Certificates & IRAs, and LCU Financial Services, LLC. The letter concludes with a signature from Lisa A. Schreiber, Chief Executive Officer, and a URL: <http://vip.elfcu.org/JohnFitzpatrick>.

Reporting

Eli Lilly was able to monitor campaign progress by utilizing their dashboard. Each segment for both new and existing members can be independently tracked so that results from specific offers and different marketing pieces can be identified. All reports are available on demand and can be exported in a variety of formats for use in other marketing efforts.

Screenshot of the VDP Complete Customer ACCESS dashboard. The dashboard displays key performance indicators (KPIs) for a campaign, including the number of cycles, unique recipients, and processed letters. It also shows a bar chart of site hits over time. The dashboard includes a navigation menu on the left and a main content area with various reports and options.

Category	Value
Number of cycles	2
Number of unique recipients	25,734
Number of pieces mailed	44,128

Results

The mailing to existing members for the auto loan program generated response rates five times greater than comparable industry efforts. Not only did members call or stop by a branch, they also responded online. Both response rates and close ratios were higher than expected.

Lessons Learned & Best Practices

A direct mail piece has only a few moments to be noticed as a member sorts their daily mail. The lifestyle driven auto pieces outperformed the new member offer by a factor of 2:1.

In a split test, a 6x9 postcard with a personalized URL mailed to new members resulted in five times the response rate of the exact same offer presented in an envelope mailed first class with a stamp.

Client Case Study - Format Split Test

6 x 11 Post Card vs. First Class Stamped Envelope



Challenge

Two credit unions of similar size and similar membership were both making the same offer to new members. The goal of each campaign was to cross sell/up sell. Different formats were compared against each other to determine which would generate the best result. Two formats were tested, a 6 x 11 post card against a #10 envelope with a first class stamp. The two mailings were of similar quantity and both made the same offers to the same segments.

Results

The post card generated an overall response of 4.55%, against the #10 envelope which generated a .75% response rate. Clearly, the variable content located inside the envelope was never read and the piece did not survive the "Mail Moment."

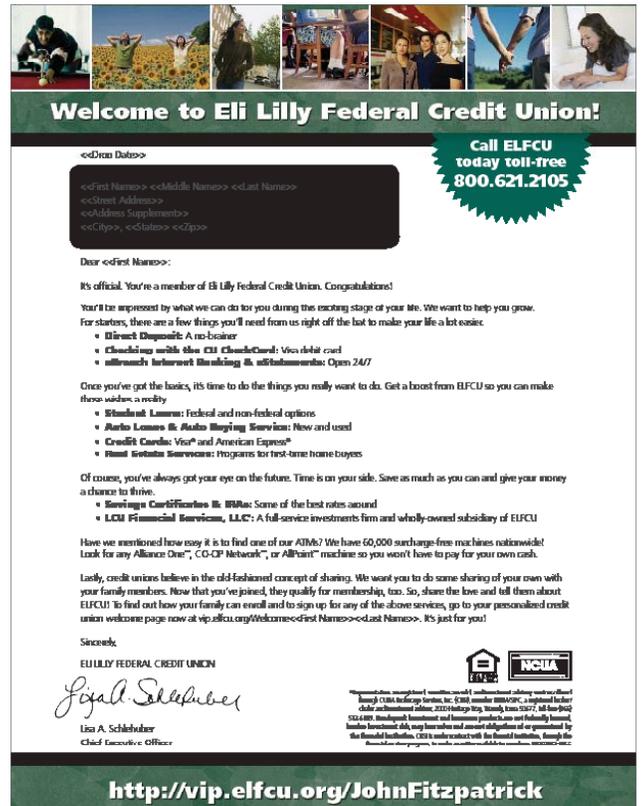
6 x 11 Direct Mail Post Card

The variable content on this card consisted of a segment specific photo and a personalized URL.



#10 Envelope with Full Bleed & Stamp

This piece had complex variable data located in the letter but none on the envelope.



Conclusion

Different formats will have a different effect depending on the audience and it is critical to test various layouts in order to determine which will produce the best results based on the target audience.