US DATA CORPORATION

IMPROVE MARGINS BY COMBINING

DIRECT MAIL & EMAIL MARKETING

TO INCREASE POSTAL RESPONSE RATES

A case study showing how one company's direct mail program took off with the help of identically-targeted, postal-enhancing email broadcasts

The Client

The client is a well-known national solar company that aids homeowners in financing and installing solar panels and clean energy solutions.

The Challenge

The solar company had been relying on a combination of direct mail and event marketing to acquire new customers. Their marketing strategy revolves around mailing homeowners and inviting them to attend free informational dinners at local restaurants. They currently mail over 70,000 pieces per week, which results in meetings with over 100 homeowners on a weekly basis.

Although pleased with the results from this program, the solar company was looking for new ways to increase their direct mail response rate and grow attendance at these dinners. As they had already been acquiring mailing lists from US Data, they asked to be kept apprised of any promising new opportunities.

The Solution

Having a unique database of opted-in emails tied to the very same homeowners already being mailed, US Data suggested sending out an email broadcast to these homeowners 3 days before the postal invitation was delivered. The goal in emailing was solely to establish brand awareness, increase recognition, and raise postal response rates.

Although the client was intrigued by this multi-channel approach, they were hesitant to give digital marketing a try. However, having seen a number of other clients benefit from a similar approach, US Data's CEO, Erich Kaminsky, knew that they would see a significant increase, so he offered them three consecutive weeks of free email broadcasts using this technique.

The Results

Once they began sending out emails ahead of the invitations, the solar company immediately saw a jump in response rate, and the email broadcasts themselves even generated RSVPs, even though they were only meant to enhance postal performance.

Supplementing event invitations with targeted email broadcasts increased direct mail response rate by 20% and overall conversion rate by 27%.

After just two weeks of their three-week trial, the client recognized the effectiveness of the program and engaged US Data to supplement all of their direct mail campaigns with email marketing going forward. Integrating email into their strategy has increased their total marketing cost by only 8% while continuing to deliver much higher response rates, making it an extremely cost-effective solution. This multi-channel approach has significantly increased their return-on-investment by adding only a marginal expense while generating big results.

To learn more about US Data's marketing solutions and how they can benefit your business, please call us at:

(888) 578-DATA