



a Segerdahl company

CASE STUDY

Automotive manufacturer drives customer loyalty with personalized 1:1 direct mail.

Industry: Automotive

To increase repeat customer loyalty, an automobile manufacturer leveraged a multi-channel trigger marketing program to connect with their customers as they neared the end of their financing term.

CHALLENGE

In an industry where building customer relationships relies on loose point to point interactions, brand loyalty for automobile manufacturers has become harder and harder to build. For one manufacturer with a 2013 brand loyalty rating of just 21 percent, doing so proved especially difficult.



STRATEGY

To strengthen its connection with current customers, the automobile manufacturer developed a trigger marketing program to engage customers months from before their financing came to term. The first touchpoint in the campaign – a highly personalized six-page, four color self-mailer.

The power of the self-mailer lies in its level of personalization – 33 individual points of personalization to be exact. From vehicle images, feature copy and price points to special offers and terms and conditions, each piece is the epitome of one-to-one communication.

Successfully executing a direct mail campaign with such extensive targeting across approximately 14,000 monthly recipients required a partner with deep knowledge of four color variable data printing. SG360° proved to be that partner.

33 PERSONALIZATION
POINTS
ON EACH MAILER

PROCESS

To manage the mass amount of data and configurations that go into each distribution, we use our digital asset management (DAM) and content management systems (CMS) to create an automated process. Leveraging these technologies has not only streamlined the production cycle but eliminated the risk of human error. Each month the automobile manufacturer provides a data matrix that is fed into these systems where the matrix is paired with the content assets. The paired files then feed to the digital printer where each mailer is variably printed in four-color with a UV coating.

When programs are printed with such extensive variability, the proofing process quickly becomes cumbersome. To reduce this burden, we integrated our intelligent proofing technology. This technology

applies custom logic to identify the minimum number of data combinations to ensure that each data point was featured for proofing. Digital files are then provided via our cloud-based portal where the manufacturer can seamlessly review and approve all files.

Understanding when a particular action takes place is the key to executing a successful trigger marketing program. By using intelligent mail bar codes and our mail tracking portal, the automobile manufacturer is able to follow each piece through the mail stream to delivery, enabling them to coordinate the next touchpoint in their campaign.

RESULTS

Attributed in large part to the performance of its trigger marketing program, in just three years, the automobile manufacturer saw a 5.23 percent growth in repeat customer brand loyalty, increasing from 21.77 percent in 2013 to 27 percent in 2016.



Want to increase your customer brand loyalty? [Contact us](#) to learn how.