



a Segerdahl company

# CASE STUDY

Retailer improves direct mail time to market with front-end workflow technologies.

Industry: Retail

When a broad assortment retailer needed to increase the impact and optimize the production of their personalized direct mail program they turned to SG360.

## CHALLENGE

In today's fragmented retail space, customer loyalty is hard to come by, especially for brick and mortar retailers. To increase customer frequency and drive loyalty, a broad assortment retailer developed a direct mail program that features personalized offers based on the recipient's purchase history.

Sent to a targeted group of 2.5 million customers each month, the retailer wanted to streamline and reduce the three-week production cycle. After reviewing the current processes, we knew we could help them do better.



## SOLUTION

We started by optimizing the data setup and proofing process. In each mailing cycle, the retailer used roughly 150 offers. At four offers per postcard, the permutations topped 400 million combinations making for a cumbersome client proofing process.

We automated the process and used our intelligent proofing technology that applied custom logic. This identified the minimum number of combinations to ensure that each offer was featured for proofing.

Doing so not only saving the marketing team days in the sign-off process, but also digitized the proofs eliminating the physical copies that needed to be shipped back and forth between the retailer and the previous partner.

 **REDUCED**  
THE NUMBER OF PROOFS  
FROM **HUNDREDS**  
— PER CYCLE TO —  
**50-75**

On press, we identified additional time savings by running the program on a four-color inline web press that printed the static and variable data, applied the UV finish and cut the pieces all in one pass. Thus, eliminating the need for plates and batch segmentation.

## RESULTS

Through our front-end data and proofing services and our advanced printing technologies, we reduced the promotional postcard's production cycle by 45%.

In addition, to reducing the production cycle time, we provided cost savings by applying sorting technology during the data setup process that organized the records in walk sequence for efficient postal delivery thereby reducing postal rates.

For the client, a shorter production cycle means less lead time between pulling the customer data and the mailing date. The benefits of this shortened lead time are two-fold:

1. Enables the retailer's marketing team to pull the customer data closer to the postcard's date, allowing the use of more recent data to tailor offers.
2. Provides the retailer more time to work with their CPG partners to create relevant and highly targeted offers.

Because of the reduced production cycle and additional postal savings, coupled with the continued performance success of the postcard itself, the retailer has increased participation in the program to 3 million customers.

**REDUCED**  
THE POSTCARD'S  
PRODUCTION CYCLE BY  
**>> 45% <<**  
FROM 22 DAYS TO 12

Want to reduce production cycles and optimize resources? [Contact us](#) to learn more.