SG360°

# Case Study

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

**Industry**

Automotive

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**By the numbers**

- Mailer featured 33 points of personalization based on the customer file.

- Approximately 14,000 mailers sent each month.

- 5.23% increase in repeat customer purchases attributed to the mailer.

**To increase repeat customer loyalty, an automobile manufacturer leveraged a highly personalized direct mail piece to connect with customers as they neared the end of their financing term.**

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## THE CHALLENGE

In the automotive industry customer relationships are built on loose point-to-point interactions, making it difficult to build brand loyalty.

## THE SOLUTION

**STRATEGY**

To strengthen its connection with current customers, the manufacturer developed a multi-channel trigger marketing program to engage customers months 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 customer information 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 program with such extensive personalization across approximately 14,000 monthly recipients required a partner with deep expertise in variable data printing. SG**360°** proved to be that partner.

**PROCESS**

To manage the mass amount of data and configurations that went into each distribution, we used our digital asset management (DAM) and content management systems (CMS) to create an automated process. Doing so not only streamlined the production cycle but eliminated the risk of human error. Each month the automobile manufacturer provided a data matrix that fed into these systems where the matrix paired with the content assets. The paired files then fed to the digital printer where each mailer was variably printed and come off the press ready to mail.

Timing is everything in executing a successful multi-channel trigger program. By using intelligent mail bar codes and our mail tracking portal, the automobile manufacturer was able to follow each piece through the mail stream to delivery, enabling them to coordinate the next touchpoint in their campaign.

## THE RESULTS

As a result of this personalized approach, in just three years the automobile manufacturer achieved a 5.23 percent growth in repeat customer loyalty.

**Want to increase your brand loyalty with personalized direct mail? Contact us today.**

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