Case Study

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

Industry

Retail

Results

- Reduced production cycle time by 45%.

- Reduced the number of proofs from hundreds per cycle to just 50-75.

- Production and cost efficiencies enabled the retailer to increase their monthly distribution by 20%.

When a broad assortment retailer needed to reduce the production cycle of their personalized direct mail program they turned to SG**360°.**

THE CHALLENGE

To drive repeat store traffic, a broad-assortment retailer developed a direct mail program that sent customers personalized coupons based on their previous purchase history.

Sent monthly to 2.5 million customers, the program was a great success. The three-week production cycle, however, was proving to be quite a burden. After reviewing their current processes, we knew we could help them do better.

THE SOLUTION

We started with 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 enlisted our intelligent proofing technology that identified the minimum number of combinations needed to ensure that each offer was featured for proofing.

Doing so not only saved the marketing team days in the sign-off process, but also digitized the proofs, eliminating the physical copies that were shipped back and forth between the retailer and their previous printer.

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 plate changes and batch segmentation.

THE RESULTS

Our front-end data and proofing services, coupled with advanced printing technologies, reduced the postcard's production cycle by 45%.

Additional cost savings were achieved 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 meant less lead time between pulling customer data and the mailing date, allowing the use of more recent data for offer selection.

Because of the reduced production cycle and additional postal savings, coupled with the performance of the postcard itself, the retailer increased distribution of their monthly program by 20%.

Need help optimizing your direct mail production cycles and resources?
Contact us today.