



Case Study

National retailer scales targeted coupon mailer program without increased production time or resources.

Industry

Retail

Results

- Eliminated 20 days from the overall production cycle.
- Increased coupon targeting capabilities led to a 66% increase in redemption rates and an increase in incremental customer spend 250% above projections.

To increase customer loyalty and drive in-store sales, a national retailer launched a successful targeted direct mail program but needed help scaling.

THE CHALLENGE

Produced in-house, the four-color mailer features a personalized salutation and variable coupons selected for the recipient based on their previous purchase history.

Seeing a rise in store visits and incremental sales as a result of the mailer, the retailer wanted to scale the program – but without adding resources or production time. Lacking dedicated personnel, they turned to SG360.

THE SOLUTION

We started by mapping the current workflow, from offer selection through mail date, which proved to be eye-opening for the retailer. We then identified opportunities throughout the process where our front-end technology services and print capabilities could reduce manual steps and touchpoints by 50%.

REMOVING THE BARRIERS TO SCALING

Doing so started with centralizing and managing the mailer assets. Each month the variable coupons were selected from a pool of 200 house and vendor offers whose assets lived in many various locations. The primary challenge to scaling the program lie in the management of these assets and the arduous task of building the coupon files – all of which was managed manually by one internal resource.

We consolidated the assets into our digital asset management (DAM) system where they were tagged with meta-data, enabling the customer to locate assets in a matter of minutes instead of hours. In addition to centralizing the assets, we automated the coupon build process, which eliminated 20 days from the overall production cycle.

Once the coupons were built, our image optimization technology created a quality baseline. Another previously manual process – this technology not only further streamlined the production cycle but eliminated the risk of human subjectivity.

The next step was to optimize the proofing process. We applied our intelligent proofing technology that identifies the minimum number of data combinations to ensure that each coupon was featured for proofing. Digital proofs of all coupons were then sent to the retailer for approval – eliminating the need for physical proofs and simplifying the cumbersome task of tracking comments, edits and approvals.

INCREASING THROUGHPUT AND QUALITY

With print runs starting at one million, the mailers were produced on our four-color high-speed variable inkjet web inline press platform where the mailers were printed, folded, cut and perforated all in one pass, coming off the press ready to enter the mail stream. Transitioning from digital print with offline finishing used by their previous printer to our web inline printing not only achieved significant time and cost savings for the retailer but, coupled with our aforementioned image optimization technology, produced a higher-quality

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piece.

THE RESULTS

With the significant resource reduction and cycle time savings achieved, the retailer has since increased the volume of the mailer program mailings over 400%. A shortened production cycle has led to usage of more recent customer data for offer selection. This has enabled the retailer and its vendors to hyper-target customers by expanding the mailer's coupon selection from hundreds of offers each month to over 10,000.

The results don't stop there. Since partnering with SG360°, the mailer has surpassed expectations with a 66% increase in redemption rates and an incremental customer spend per coupon 250% above projections.

Interested in scaling your personalized direct mail programs without adding time or resources? [Contact us](#) to learn more.