



Case Study

Retail company saves > \$100,000 per year while maintaining desired in-home dates with commingling.

Industry

Retail

Results

The company saved an average of \$3,000 per project in 2019, and is on track to save over \$100,000 in 2020.

A national men's retail company sought the savings commingling can provide, while preserving desired in-home dates.

OBJECTIVE

While commingling can save a large amount on postage costs, it has a reputation of requiring the mailer to be flexible on delivery dates. One national men's retail company was intrigued by the cost saving potential, but was averse to the possibility that their commingled mail would not arrive in the same window as their destination entry mail. Meeting in-home dates was crucial because of their promotional events and one-day sales.

STRATEGY

SG360° provides commingle pools built on in-home dates, so that the commingled mail arrives in sync with destination entry mail. This alleviated the retail company's biggest fear.

The program was set to run anywhere from 300,000 to 2.6 million pieces. We ran an analysis of three potential commingling programs. Our team concluded that by commingling beneficial records in their program, the retailer was expected to save in excess of \$100,000 per year, after the cost of commingling. The client was surprised to see savings even on their largest runs.

To achieve these savings, we run commingle pools on each of their weekly and monthly jobs. During the data processing stage, we analyze the data to determine which pieces already qualify for destination entry versus which will go into the commingle pool. This optimizes the savings, as we only commingle pieces that will benefit from the process.

For each project, we provide an analysis of what the retail company's postage cost would have been, minus the cost to commingle, so they can monitor their net savings.

RESULTS

The results have matched the initial analysis. From March through December 2019, the retail company saved an average of \$3,000 per project through commingling, for a net 10-month savings of \$93,000. They continue to commingle today, and are on track for a greater than \$100,000 savings annually.

Are you achieving the greatest cost savings with your direct mail program?
[Contact us](#) today for a free assessment.