

# ROI CASE STUDY: Personalized Multi-Channel Direct Marketing



## Client: Alliance Imaging

**Summary:** This campaign was designed to compress a lengthy selling cycle—typically 24 months—by addressing key topics of interest to decision makers, especially if they were near a major purchase decision.

**Technique:** A personalized post card (1) alerts the target to the mailing. Each of 3 boxed mailers, sent two weeks apart, sets up a theme: Risk, Timing and Market Focus. Inside each box (3), a premium item reinforces the theme, and individualized cards deliver summary case studies and proprietary research from one of the industry's most respected consulting firms, available for immediate download. The recipient's own name is personalized in the URL (a 'PURL')

**Dynamic Response:** At the PURL site (4), the recipient may

- download the research paper (5)
- indicate their level of interest in further contact.

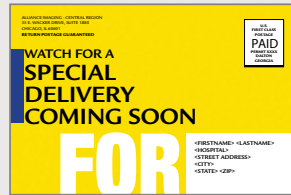
When a prospect indicates interest, the system immediately emails the response to the appropriate sales office for personal follow-up.

**Result:** The mailings went out in waves, to allow the sales force time to respond. With 438 targets contacted the program netted a 7.7% response (34 qualified leads). The first contract closed within 6 months.

**Return on Investment:** Alliance does not disclose sales, but ROI for the program exceeds 2000%.

1

Personalized "Heads-Up" Post Card



2

Boxed Mailing Introduces Theme



3

Themed Premium Item & Personalized Case Study, PURL Invitation



4

Interested Prospects Visit PURL for Research Offer



5

Dynamic Response

PURL respondents receive immediate follow-up call

