



## CASE STUDY



**WILEN  
DIRECT**

### CUSTOMER PROFILE

Wilen Direct is a full service direct marketing firm that is an innovator in digital and variable data imaging, personalized direct marketing, advanced mail strategies and technologies, logistics, and fulfillment. The company is an operating affiliate of Wilen Group, a privately held marketing communications agency.

### Executive Summary

#### Making it personal

Known for helping their clients increase return on marketing investments (ROMI), Wilen Direct is always looking for new ways to produce more relevant, cost-effective mailings. Working with Pitney Bowes, they can now print targeted marketing messages directly onto envelopes during high-speed mail finishing—including four-color graphics, company logos, return addresses and postal barcodes. As a result, they are producing more effective direct mailpieces for their clients, complete with personalized, high-impact messaging on the outside of the envelopes to increase both open rates and response. The Pitney Bowes Print+ Messenger™ Color Inkjet System enables these competitive advantages while eliminating the need for envelope conversions and costly inserts.

### Business Challenge

#### Using customer data and color printing for maximum impact

“Many of our clients have gone through the expense of developing databases that allow for relevant messaging to their prospects and customers,” explains Darrin Wilen, President, Wilen Media. “However, manufacturing inefficiencies related to speed and cost have made it difficult to fully leverage data and speak to consumers using color and personalized messaging. Pitney Bowes innovative technologies answer both of those challenges and provides a crucial ability to help our customers increase open rates and lift response using targeted direct mail.”

Wilen explains that proper usage of customer data can help make or break a direct mail campaign. “Harnessing the power of data to create individually-customized messages outside the envelope is a fantastic approach. Partnering with Pitney Bowes puts us on the leading edge with this technology. Through customized printing of individual envelopes, we can dramatically simplify inventory management for our clients—as we increase the options available to utilize envelope marketing.”

*“ These increased capabilities will help our customers get better results from their marketing budgets. We must continually evolve with the marketplace and offer smarter print practices that produce targeted relevant, measurable communications for our clients.”*

Darrin Wilen,  
President, Wilen Media



## Solution

# Driving increased response with personalized messages on the envelope

Wilten implemented Variable Data Printing (VDP) programs that help clients to effectively personalize their direct mail communications and significantly lift response rates. Leveraging Pitney Bowes FlowMaster® RS Inserting Systems, Wilten was the first to integrate Print+ Messenger™ Color Inkjet System to provide an in-line envelope printing capacity. In addition, Wilten Direct is deploying tools that measure the performance and track the return on marketing investment of client's campaigns.

"In today's competitive landscape, our organization as well as the clients we serve, need to differentiate themselves from the competition. Through these powerful communication tools, we are viewed as not just a printer, but as a marketing organization with manufacturing expertise," Wilten added.

"Our new process provides for more savings and a significant improvement in levels of data accuracy." In fact, Wilten has been able to reduce envelope storage, as well as drastically diminish preprint and waste overages, which can save their clients hundreds of thousands of dollars.

Wilten Direct can now create highly targeted campaigns for their clients in near-real time by printing personalized messages allowing them to complete campaigns in a shorter amount of time, speeding time to market for their clients.

## Results and Benefits

### Creating connected communications

"Today, we're all in competition with Google," Wilten asserts. Wilten explains that his company's investments in leading-edge technologies such as Print+ Messenger and tools to better measure results allows them to compete with search engines and online transactions. "We can now produce more effective direct and transactional mailpieces with personalized messaging, that can lift response rates by as much as two or three times those achieved by traditional non-personalized outer messages—all while lowering costs for us and our clients." His company is currently running tests that gauge the effectiveness of various offers and response rates, and looks forward to sharing these results with current and prospective clients.

If you're going to stay with outdated technology, be prepared to be marginalized, commoditized and eventually put out of business," Wilten asserts. "Using the Pitney Bowes Print+ Messenger on our FlowMaster RS inserter to produce more effective personalized communications gives our clients an opportunity to get ahead of the competition and be a better and more relevant partner for their customers."

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### TECHNOLOGY USED

- Pitney Bowes Print+ Messenger™ Color Inkjet System
- Pitney Bowes FlowMaster® RS

*"With the Pitney Bowes Print+ Messenger™ Color Inkjet System and our technologies we're helping our customers create better, more relevant communications that drive increased return on marketing investment."*

Darrin Wilten,  
President, Wilten Media

For more information call 877.406.7704 or visit us online: [www.pb.com](http://www.pb.com)



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