

Case study

Together, mail and mobile channels drive traffic and sales.

Client profile

Pitney Bowes

pitneybowes.com

- A publicly traded global technology company with sales of US\$3.8 billion.
- Offers innovative products and solutions that enable commerce in the areas of Customer Information Management, Location Intelligence, Customer Engagement, Shipping, Mailing and Global Ecommerce.
- More than 1.5 million clients in over 100 countries around the world.



Overview

Multichannel campaigns are battle tested.

The Pitney Bowes Demand Generation team is responsible for driving postage meter sales and acquiring new customers. They needed to definitively know whether a coordinated campaign with direct mail and mobile impressions improved conversion rates over direct mail alone—and be able to quantify the results. So, they set a campaign in motion that combined mobile ads and direct mail efforts.

Business challenge

Pitney Bowes needed to sell more postage meters with the same demand generation budget. Multiple channels had long been used as part of Demand Generation tactics. However, each channel had not been combined to form a cohesive multichannel campaign.

“We were genuinely surprised at how well the mail + mobile audience performed against the control, mail only group. We never expected a 100% increase in response rate with only a 7% campaign cost increase.”

—Vina Goberdhan,
Senior Marketing Manager, Pitney Bowes

Technology used

- Synchronize™ Mail + Mobile

Solution

Pitney Bowes decided to test the theory that mobile ads improve the performance of a direct mail campaign. They also needed to measure that improvement.

The Demand Generation team performed a controlled test that augmented an annual direct mail campaign supporting its mailstation2™ postage meter. Their efforts included:

- The creation of a target list of 520,000 prospects.
- All 520,000 prospects received a direct mail piece.
- 100,000 of these prospects were also targeted with mobile ads before, during and after the direct mail piece in-home date.

Results

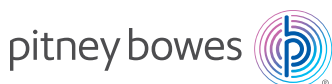
The test found that people who received direct mail enhanced by mobile ads had a conversion rate of .14%, compared to .07% for mail-only recipients, while only increasing campaign costs by 7%. This coordinated multichannel campaign with direct mail and mobile ads generated a 100% jump in results.

Summary

The Mail + Mobile results show that combining mobile ads with direct mail, creates a multichannel campaign that significantly improves conversion rates and ROI.



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