

High-impact direct mail that's right on target.

Customer profile

Wilten Direct is a full-service direct marketing firm. It is a leader in digital and variable data imaging, personalized direct marketing, advanced mail strategies and technologies, logistics and fulfillment.

Overview

As an innovator in personalized direct marketing, Wilten Direct develops creative ways to help clients increase their marketing ROI. Their goal-relevant, cost-effective mailings break through the clutter.

By partnering with Pitney Bowes, they can print targeted messages directly on the outside of envelopes during high-speed mail finishing. These include four-color graphics, logos, return addresses and postal barcodes. The result: significantly higher open and response rates.

At the heart of this capability is Pitney Bowes' Print+ Messenger™ Color Inkjet System.

Business challenge

Using variable data in direct mail campaigns delivers better results. But technology limitations and expense have often made incorporating one-to-one messaging a challenge.

"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, Wilten 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.

"We must continually evolve with the marketplace and offer smarter print practices that produce targeted relevant, measurable communications for our clients."

—Darrin Wilen, President, Wilten Media

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 Wilen, President, Wilen Media

Solution

Wilen implemented Variable Data Printing (VDP) programs that help clients effectively personalize their direct mail communications to significantly lift response rates. Using Pitney Bowes FlowMaster RS Inserting Systems, Wilen was the first to integrate the Print+ Messenger Color Inkjet System to provide an inline envelope printing capacity. Wilen Direct is also deploying tools that measure campaign performance and track the client’s return on marketing investment.

“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,” Wilen added.

Wilen explains that using customer data properly can 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.”

Wilen has been able to reduce envelope storage, as well as drastically cut preprint and waste overages, which can save their clients hundreds of thousands of dollars.

An additional advantage: production speed. Wilen Direct can now create highly targeted marketing campaigns for clients in virtual real-time, greatly compressing their time-to-market.

Results and benefits

“Today, we’re all in competition with Google,” Wilen asserts. He 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.”

“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.”



For more information, call 877 406 7704 or visit us online: pitneybowes.com

United States
37 Executive Drive
Danbury, CT 06810-4147



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