



Summit Direct Mail 25% CAMPAIGN RESPONSE LIFT

2019

Direct Mail - Personalized URL Case Study - Acquisition Program

A national financial services client sought a way to increase responses. Through comparative testing between mail pieces that did and did not utilize Personalized URLs, the power of Personalized URL utilization was discovered.

A

Challenge

A national financial services client tested purls with the objective of increasing responses on their control package. The client mails 2,000,000 pieces per month of customer acquisition packages to various data sources. The client operates in an environment that requires strict compliance and security policies.

B

Solution

A Personalized URL was created to comply with all national company standards. Various domain names, placement, and positions were tested over several months to determine impact. The client control package was mailed with the Personalized URL against a direct mail company who mailed the control package without the Personalized URL. The program compared results over a six month basis.

**C**

Result

The control package with Personalized URL won every month. The client experienced a visit rate of .2% to .4% with an average Personalized URL visit rate of .3%. The client experienced a variance in lift that ranged from 20% to 30% with an average lift in completed transactions of 25%.

Summit Direct Mail has the capability to produce 2,000,000 personalized pieces of mail per day. We provide you with a single source for your customized marketing programs complete with marketing automation, Personalized URLs and variable digital printing.

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