



1:1 MARKETING BOOSTS BRAND AND TARGET MARKET EFFECTIVENESS Financial Services Company Case Study

The company offers investment management, retirement, brokerage, and shareholder services to millions of individuals and institutions, as well as through financial intermediaries.

BUSINESS CHALLENGES

This financial services customer struggled with a costly supply chain and high rate of obsolescence.

Increase touches with more directed information.

Increase speed to market.

Reduce time, cost and burden on marketing staff associated with creative, production and procurement.

Extend marketing capability to the field.

Manage brand and overall process.

SOLUTION

A fully integrated storefront Web-to-print site that allows for versioning of templates to create highly customized marketing collateral.

RESULTS

Overall print spend has dropped 22% despite increased quantities and transactions.

Postcards are produced and shipped in two business days, a speed to market increase of nearly 12 days on average.

Customer can cost effectively order highly directed cards in quantities as few as one.

Internal marketing department spends no time in production or creative, except for final sign-off.

Field has the ability to quickly and easily execute directed marketing efforts.

Brand is managed and controlled by marketing office.