



## TO CURB REGISTRATION DROP-OFF MICROSOFT® GOT PERSONAL. Microsoft Case Study

### CHALLENGE

When registrants for Microsoft seminars started to drop off, a brilliant on demand solution picked them back up. Microsoft was looking for a fun and personal way to reach missing registrants and encourage their return -- individually.

### SOLUTION

Working with Rain Advertising, we responded with a follow-up postcard program -- a personalized message to each individual who had been absent from the last seminar. Time was of the essence, as was the need for a technology that would let Microsoft communicate one-on-one with these MIAs. We created the solution, personalized the message, printed the postcards, and managed the mailing list and drop.

### RESULTS

The next Microsoft seminar, just a month later, had a 10% jump in attendance. Microsoft was so happy with the solution that the program became an established Microsoft Best Practice.