

ActionHQ find their sweet spot with XMPie and Fuji Xerox



How an MSP demonstrated exactly how well XMPie delivers powerful, accountable and effective marketing campaigns.

Background

ActionHQ are specialists in direct marketing and essential business communications. The company has been a key partner for Kiwi direct marketers for over 20 years.

Brenden Rolston took over the business from his mother in 2006. He and his team of 15 are passionate about the power of data and personalization, and finding solutions which help their clients grow and retain their customer bases.

In the global financial crisis of 2007-2008, Brenden saw the direct mail sector take a massive hit. *"It was a defining time for many of us,"* he said. *"Marketing managers struggled to produce the metrics to support their campaigns, so budgets were cut, and our whole industry suffered."* Post-crisis, accountability and return-on-investment became increasingly important for these marketers. Understanding this led ActionHQ to invest in Fuji Xerox's XMPie PersonalEffect Cross Media solution.

Considered a market-leading technology solution for engaging audiences with personalized communications across print, SMS and digital media touchpoints (web and email), XMPie is one of ActionHQ's most valuable tools. In late 2015 Brenden set out to showcase just how powerful the platform, in conjunction with a well-planned campaign, could be.

AT A GLANCE

XMPie Customer

ActionHQ
<http://actionhq.co.nz/>

The Challenge

To demonstrate to influential marketers exactly how well XMPie could be used to deliver accountable and effective campaigns.

The Solution

XMPie PersonalEffect TransMedia - An all-in-one solution for creating and launching integrated, personalized campaigns across every channel.

The Results

9.25% print response and 43.5% web conversion - resulting in 80 qualified meetings.

The Challenge

ActionHQ had used XMPie to run cross media campaigns for savvy clients who were focused on improving the outcomes of their campaigns but who wanted to use the software for their own business goals too. As the solution developed in leaps and bounds, so did ActionHQ's desire to demonstrate to the world exactly how well XMPie could be used to deliver accountable and effective campaigns. And what better place to start than with their own lead generation campaign, code named: Yummy Mail.



We wanted to educate marketing executives about the capability of creative direct marketing and the power of personalization. And we wanted to build up this part of the business, and naturally, create a good sustainable sales pipeline for ourselves. »

Brenden Rolston - Managing Director, ActionHQ

Aimed at 2000 influential marketing managers in and around Auckland, the campaign was designed to be engaging, fun, and of course, yummy. It also had to prove to their target market exactly how effective it was by clearly showing the response rates (from engagement through to conversion and lead generation) throughout the duration of campaign.



I wanted to demonstrate how you can use a physical mail piece to take someone into a digital environment, where you could collect valuable information and subsequently reward them. »

Brenden Rolston - Managing Director, ActionHQ



The Solution

ActionHQ used PersonalEffect TransMedia which has a comprehensive range of dynamic variable data printing and multichannel capabilities as well as a full suite of campaign planning and analytics tools. They also took advantage of Circle, XMPie's campaign planning tool, to map out the flow and structure of the campaign. As Circle can be used collaboratively, Brenden says they will now use the tool a lot more often to add value to the planning process when working with their clients.

The initial mail piece was a postcard focused on the acquisition of data. This was the first in a series of four themed mail pieces.

Entering the Personalized URL (PURL) found on the postcard, directed the prospect to their very own landing page. Answering a few simple questions on the page, and agreeing to meet with ActionHQ, allowed them to select from a range of artisan chocolate blocks. Completing the eform generated a thank you screen which showed a picture

of their chosen chocolate block- reinforcing the sweet rewards of engagement.

Within two days, the chocolate block, with the prospect's name embossed on the surface, was delivered to them in a beautifully personalised gift box.

While the initial mail piece was tasty, the subsequent ones had even more marketing bite.

As the campaign progressed each new mailer updated the prospects on response metrics. At each stage of the campaign prospects could see how many of them had visited the PURL (targeted web hit) and completed the eform (web conversion), and how many meetings were booked (bingo!) with ActionHQ. The content of the other three pieces

covered off in turn: the value of great content, creative personalization of print and URLs, and achieving a return on investment.

Detail added to the mailers included which flavour chocolate blocks were the most popular, and graphics showing how the receipt of the mail piece spiked visits to the landing page.

The prospect received all four of the mailers, regardless of whether they opted in for a meeting or not. The messaging on the mailer was personalized to acknowledge whether they had engaged with the campaign or not.

Each mail piece showed the power of using an integrated approach to direct marketing by validating the campaign at each step with accurate metrics.



Results

ActionHQ's Yummy Mail campaign had an impressive 9.25% print response and 43.5% web conversion. This resulted in 80 qualified meetings where Brenden could discuss creative direct mail opportunities in detail. The postcard alone generated an initial 24 appointments.

All in all, ActionHQ spent \$18,280 NZD on their campaign.



The opportunity cost for each meeting was \$228.50. So, for a high-value meeting with a pre-qualified prospect, and the potential for realising future and long term engagement, that certainly seems like a good investment to me. »

Brenden Rolston - Managing Director, ActionHQ

ActionHQ's campaign delivered a full sales pipeline, and also educated marketing managers from all over Auckland. Having only expected to generate 50 leads, Brenden was delighted to see the campaign vastly overachieve.



Overall, the campaign has opened up amazing opportunities. It was clear when the first Yummy Mail piece reached our prospective customers, because the meetings and phone calls started rolling in. ”

Brenden Rolston - Managing Director, ActionHQ



The XMPie Factor

Throughout the campaign Brenden could see landing page visitor numbers and meeting registrations in real time on the XMPie Yummy Mail campaign dashboard. The live reporting, he says, is a great tool for the handover of generated leads to the sales team. Leads can be allocated within XMPie by area, team or by individual, and follow-through measured. XMPie enables ActionHQ to compete effectively in the data-driven marketing space, regardless of the medium. They work directly with social media strategists to deliver campaigns, leveraging XMPie's abilities to share content across popular platforms like Facebook – and of course – they can measure every interaction it generates or supports.



With XMPie we create direct marketing campaigns that integrate your physical direct mail with digital media. We create customised online experiences through PURLs, and we develop and deliver targeted e-mail and mobile campaigns, with multiple touchpoints to engage your customers so they are motivated to respond and share. ”

Brenden Rolston - Managing Director, ActionHQ



The Team Approach

While Fuji Xerox New Zealand continue to provide ActionHQ with highly competitive print and finishing devices, Brenden says their commitment to technology and leadership is obvious with solutions like XMPie. He has nothing but praise for the team that support the solution and manage transitions from one version to the next.

“They’ve always been leaders in digital print. They innovate, whereas others look at what Fuji Xerox do and try to copy them.”

Brenden Rolston - Managing Director, ActionHQ

The Future

Brenden considers that ActionHQ has effectively future proofed their business by investing in XMPie. The solution underpins Brenden’s determination to stay ahead of the direct mail industry regardless of the economic climate.

“Every time we do a campaign, it’s not just the results that count,” he said. “It’s making sure we can help our clients turn those results into money. Then, next time we have a global financial collapse, they aren’t going to stop doing something that is proven to make them money. They are going to say – do more of it.”

Brenden Rolston - Managing Director, ActionHQ