

UK Cross Media Provider Dazzles New Clients at Christmas

Turning prospects into clients with a Christmas gift campaign

Latcham Direct achieved a 53% response rate with a festive personalized cross media campaign for their customers.



AT A GLANCE

XMPie Customer

Latcham Direct
www.latchamdirect.co.uk

The Challenge

How to showcase sophisticated variable data cross media capabilities while thanking customers, welcoming them into the festive period and maximizing charitable giving

The Solution

Deliver a highly personalized and engaging cross media Christmas campaign

Software

XMPie's PersonalEffect System

The Results

53% response rate

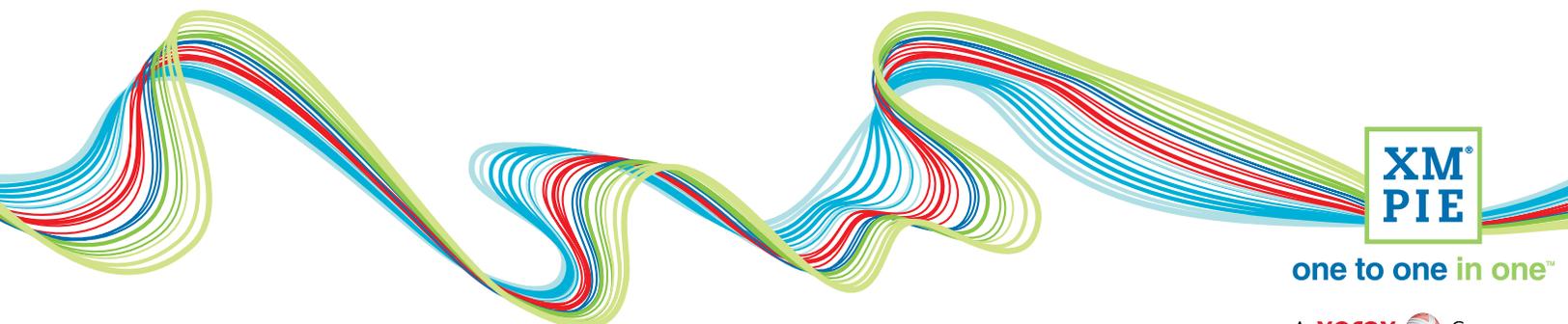
Background

UK based Latcham Direct sets itself apart from the competition with a focus on variable data driven cross media communications including direct mail, document management and print management services. The business also has a strong commitment to the local community in Bristol and actively supports a number of charities.

Challenge

In advance of the Christmas season, Kevin Pembroke, Sales and Marketing Director at Latcham, wanted to do more than just send out Christmas cards to welcome customers into the festive period. Kevin wanted to design a persuasive campaign that would maximize charitable giving while illustrating the capabilities and power of personalized cross media.

"We know that our clients sometimes struggle to manage different media and don't understand how personalized cross media campaigns can be executed efficiently," says Kevin Pembroke, Sales and Marketing Director. "For our Christmas campaign I also wanted to give our clients the chance to experience a personalized cross media campaign from the point of view of the recipient and to see how powerful it can be."



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Case Study: Latcham Direct Christmas Campaign

Solution Latcham Direct used XMPie's PersonalEffect System to orchestrate their personalized cross media campaign, kicking off with the distribution of personalized Christmas cards designed with an attention-grabbing image of a snowman holding a sign engraved with the client's name. Inside each card was a Personalized URL (PURL) directing the client to a unique landing page where they were invited to choose one of three charities, to which Latcham Direct would donate on their behalf.

Additionally, they had the option to choose a gift for themselves to be delivered personally by a member of the Latcham Direct sales team. Options included a personalized box of chocolates, a personalized handmade icing snowman as shown in the card or a personalized calendar with images featuring the client's name for every month of the year.

In order to avoid multiple charitable donations, the client was limited to choosing one charity and was required to enter a special security number during the donation selection process. The unique number was supplied to the client on a smaller card stuck inside the greeting card and could track which client wished to donate to which charity.

Results The campaign was extremely successful with a whopping 53% response rate along with many enquires for potential projects, and over £1,380 was raised for three local charities.



Critical Success Factors

1. Ensuring that the campaign is relevant for the recipient – both in terms of design and gift options made it especially memorable.
2. Meeting the customer face-to-face when delivering the gift opened the door to further discussions about future business opportunities.

Lessons Learned

1. Software demonstrations are a particularly effective and persuasive sales tool for prospecting in this market.
2. Delivering a service that exceeds expectations is a sure bet for influencing the customer's decision - making process for future projects.

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To speak to a sales representative send email to: marketing@xmpie.com

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