



Case study Automating In The Moment Marketing

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As one of the world's largest travel marketplaces for both established brands and entrepreneurs of all sizes, our end client enables properties all over the world to reach a global audience and grow their businesses.

This online travel business wished to automate their systems driven mailings such as account activation and lapsed customer mailings alongside voucher marketing, all driven by customers' online behaviours, seamlessly connecting on the online experience with offline, tangible communications.

Did you know...

31% of Direct Mail drives commercial action.



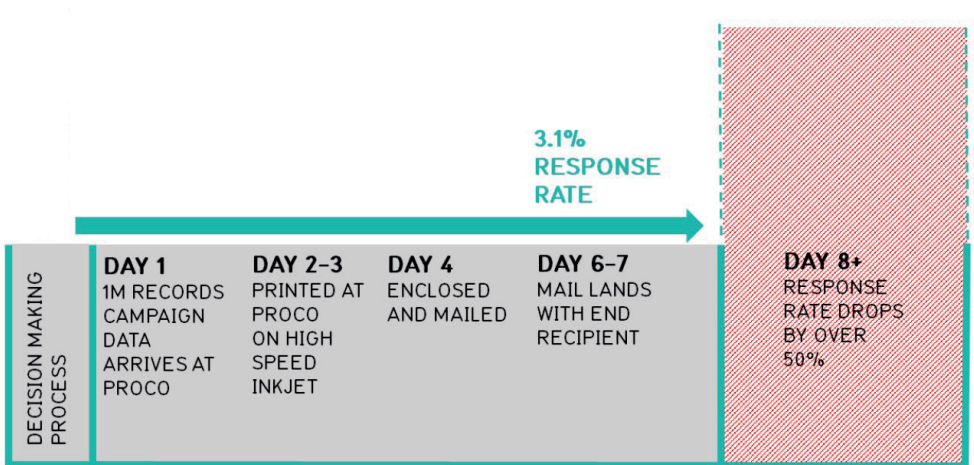
3.1%
Response Rate

If a customer were to receive a personalised promotional flyer within six days of browsing venues, they would experience a 3.1% response rate.

The mailing activity proved to be successful when communications arrived with a customer or potential customer within a maximum of six days from the point of online browsing or activity.

For example, if a customer were to receive a personalised promotional flyer within six days of browsing venues, they would experience a 3.1% response rate.

Receipt of the same flyers after 8 days the response rate would reduce by over 50%.



1.5 Million
UNIQUE
items in **24**
HOURS

Our client partnered with a technology company, that specialises in the automation of mail facilitating the connectivity of offline and online worlds.

The businesses approached Precision Proco in 2018 to become their sole UK print partner to facilitate the production and distribution of mailings via our automated workflows and industry-leading print output technology.

Precision Proco was contracted to facilitate the print and production of 1.5 million unique direct mail items in a combination of formats in each 24-hour period. They were then to be finished, enclosed, and mailed to reach the target customer within six working days.

The key to the successful implementation of this project was the application of technology to create a seamless transfer, cleanse and submission of data and assets into Precision Proco's systems via workflow integration.

The client was able to deposit data onto Precision Proco servers at their desired frequency, allowing Precision Proco to automatically onboard the data into their workflow, download artwork assets by record, enabling the desired unique personalisation, such as bar codes, QR codes etc. via a bespoke multi-threaded artwork engine.

The data is then mail sorted and merged back with the artwork assets and batched into production batches for print, enclosing and distribution.

The systems and technology employed within the project allow us to facilitate the print and distribution of up to 1.5 million unique items per 24-hour period.

