



a Segerdahl company

## CASE STUDY

**CLIENT:** Technology Provider

**CHALLENGE:** Develop a Direct Mail (DM) execution best practices path based on a five and 10 day turnaround pricing structure to be leveraged by the client's existing and prospective customers.

**SG360° SOLUTION:** Present the client with six to eight formats that best fit SG360°'s printing platforms to be paired up against existing and prospective client programs for the opportunity to partner on a DM campaign. Each format was to include associated pricing for a production range of 25M to 2MM based on a five and 10 day turnaround time.

**RESULTS:** Based on the format analysis, the client awarded SG360° an initial DM campaign for an existing customer. In addition to providing the customer a unique solution designed to drive engagement and improve ROI, SG360° is able to utilize this opportunity to increase their familiarity with the client's software platform for communications and file transfers.