



a Segerdahl company

CASE STUDY

CLIENT: Telecommunications Provider

PROBLEM: Develop a retention program that would decrease subscriber loss to competitors and increase overall life time value.

SG360° SOLUTION: What better way to maintain subscribers than with free upgrades including faster Wi-Fi, increased DVR capacity and an overall improved viewing experience.

Through a collaborative process that included SG360°, the client and their advertising agency, the Fortune Teller direct mail program was born. The innovative format featured a carrier with an affixed fortune teller and personalized interior card that identified the customer's free upgrade. Featuring multiple inks and coatings as well as a three way read/write personalization match, the piece was designed to illicit a 'surprise and delight' emotion from the recipient. With all of its various elements, including a live stamp and embossed seal, the high-end piece looks handmade but was in fact fully executed by machine keeping the project within budget.

In addition to cutting-edge design aspects, SG360° leveraged their manufacturing expertise to develop a plan that allowed for late suppression files to be utilized without affecting the program's mailing date.

RESULTS: Deployed in November 2015 to a targeted market, the Fortune Teller program quickly became one of the company's top direct response programs. Due to these significant response rates, a second region has been added to the targeted marketing program.