

## Case Study | Grunewald Germany

### Grunewald customers achieve outstanding campaign results with DirectSmile Cross Media

Grunewald GmbH in Kassel, Germany, is an innovative service provider for digital and print media. The firm was established in 1985 as a pre-press company and has expanded its range of services continuously over the years. Today, Grunewald offers an impressive portfolio that includes the latest applications, such as image personalisation and web-to-print, as well as all the more established services associated with media design, digital printing and mailshot production.

It was therefore only natural that Grunewald would be one of the first providers in the market to get involved in the new trend of cross-media direct marketing. The experts at Grunewald quickly recognised the benefits of a cross-media sales approach - and the interesting new perspectives that would open up for the company if it could offer personalised print, automated e-mail replies and websites from a single source.

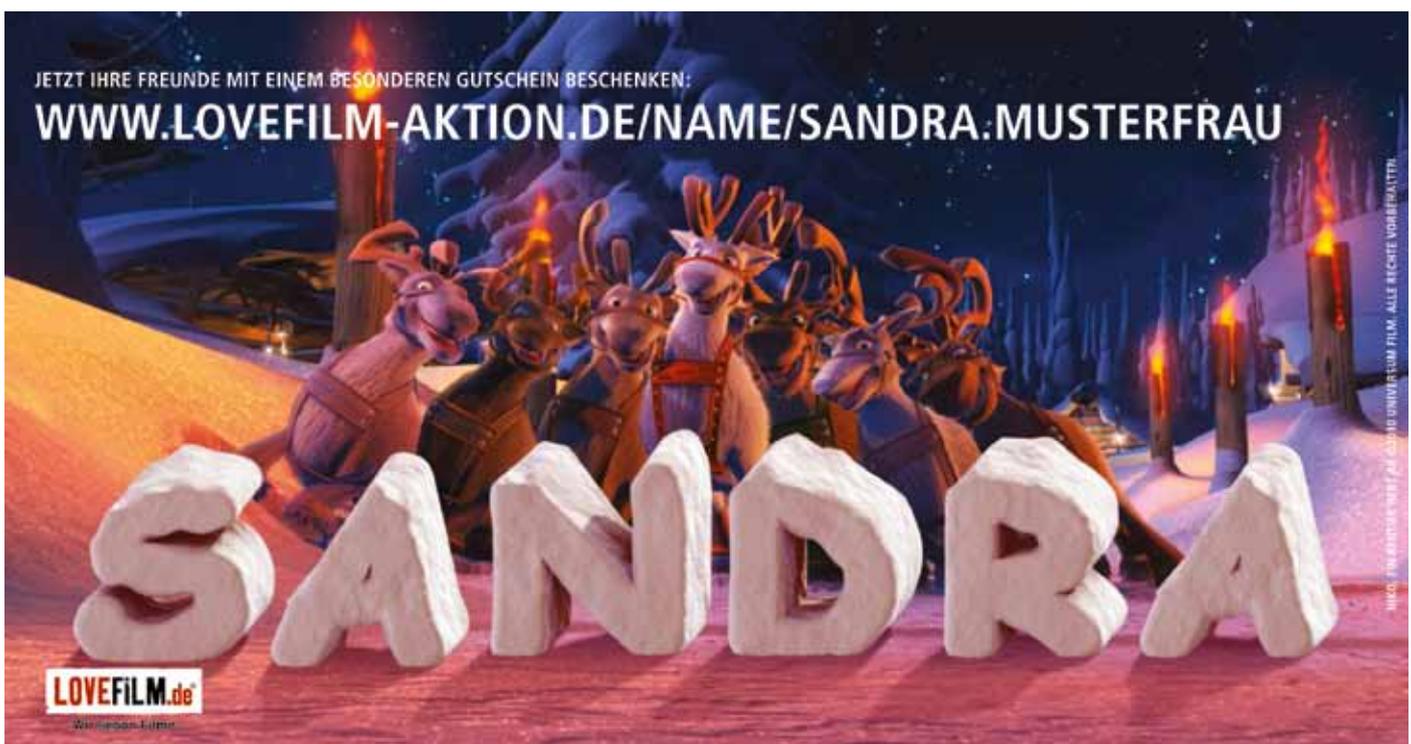
Grunewald soon found a modern and reliable platform for designing, running and monitoring the success of professional cross-media campaigns: as with image personalisation, the company relies on the innovative applications of DirectSmile. In an integrated system, DirectSmile Cross Media offers all

the functions needed for creating personalised e-mails and websites (PURLs) and for detail-rich evaluation of campaigns in real time.

### Without print, it just does not work

Advertising messages and incentives to buy work best when they reach the customer via numerous routes - and when they address the customer at the right time with the right message. This is why cross-media direct marketing is so successful; it exploits a variety of channels and personalises all media. This makes the customer feel like they are being addressed directly, which makes them more willing to consider the offers advertised.

"Traditional paper mailshots are essential as the first stage in this kind of campaign," claims Oliver Rödl, the sales and marketing director at Grunewald. "Without print, cross-media just does not work," is his credo. An e-mail can be deleted in the blink of an eye, while a printed mailshot will receive more attention and be kept for longer, especially if it contains a personalised image. "If a card has my name on it, I don't throw it away so quickly. That's why we always recommend a personalised printed mailshot as the first stage for our customers."



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Sehr geehrter Herr Mustermann

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auf "Personalisieren" klicken, kurz warten  
- und staunen!

Max Muster

**PERSONALISIEREN**

\* Ja, ich möchte kostenlos ein für mich  
persönlich gestaltetes Notizbuch!

Bitte halten Sie mein Messageschek zur "Farbe  
und mehr 2011" für mich bereit.

This printed mailshot contains an incentive for the customer to click on a personalised website. For customers who do not respond to the mailshot within a specific period of time, a follow-up e-mail is sent automatically. All campaign materials are designed with personalised image motifs and are therefore particularly eye-catching.

Cross-media campaigns offer Grunewald customers another advantage that marketing staff in particular value highly: the success of cross-media campaigns can be clearly monitored, which is not possible when using printed materials only. This is because with cross-media campaigns, as soon as recipients call up their personalised website, click on the left or enter data, the activity is logged. Thus, response rates can be precisely measured and the campaigns can be evaluated in detail and constantly optimised.

Grunewald achieves excellent results for its customers using cross-media campaigns, including trade fair, recommend a friend and new customer acquisition campaigns, as demonstrated by the following examples.

**Successful trade fair invitation**

As a successful wholesaler, farbtex supplies craft, trade and industry with paint, wallpaper, floor coverings and tools. Every year, the company organises the "Paint and more" trade fair for its current and prospective customers. With some 90 exhibitors and 2,500 visitors, this fair has long since been an important professional forum for the painting and decorating trade in southern Germany.

In the run-up to the "Paint and more" fair in March 2011, farbtex commissioned Grunewald to design and run an invitation campaign. 5,000 selected tradespeople were sent an initial contact card. The card contained an invitation to visit a website where they could call up their personal diary and arrange a meeting at the fair. Recipients that did not respond to this card were sent up to three follow-up e-mails. All materials contained personalised images.

The farbtex sales staff were constantly involved in the campaign via the internal information management system. They were given information in real time about all the target group's reactions: they were told when meetings at the fair had been requested and when tradespeople had rejected the invitation to visit the fair.

This campaign was very successful: 600 addressees (12% of the 5,000 tradespeople contacted) visited their personalised website, while 406 (8.1%) registered to visit the exhibition and arranged a meeting.

“Tradespeople do not use the new media as intensively as other target groups,” explains Robin Randecker, head of the product management department at farbtex. “The high response rate this campaign produced convinced us even more about the new forms of communication.” And his colleague, Kathrin Bäuerle, who is responsible for marketing and planning, adds, “In the future, we will use cross-media campaigns for launching new products too.”

### Successful recommend a friend campaign

Lovefilm, an Amazon company, offers its subscribers the latest films to hire on DVD with home delivery or as videos on demand. More than 1.5 million customers in Europe use this service already.

To attract new customers, Lovefilm wanted to encourage its existing customers to send their friends a voucher for a free trial subscription. Grunewald designed and ran an appropriate cross-media campaign.

6,000 of Lovefilm's existing customers were sent a printed mailshot requesting them to give their friends a special voucher. The voucher could be created on a personalised website by selecting an image motif, entering the recipient's address and adding a voucher code which clearly links the voucher with the existing customer.

The friends were then sent a personal greeting card by post containing the personalised voucher for a trial subscription that they could redeem on Lovefilm's homepage. For every new customer that registered, the existing customer that had sent them the voucher was credited one extra film to watch in addition to their subscription entitlement.

Recipients that did not respond were contacted again up to two times by e-mail. Like all the other campaign materials, naturally these e-mails also contained personalised images.

Again with this campaign, combining various media, as well as using materials with personalised images to create a very personal approach, produced impressive results: 16% of the Lovefilm customers contacted were motivated to send a friend a voucher, and 22% of these vouchers were redeemed on the Lovefilm website.

“At first we were wary and needed to scrutinize the idea thoroughly,” explains Sandra Bender, senior marketing manager at Lovefilm Deutschland GmbH. “But the response rates have confirmed that we backed the right horse. We will be running another cross-media campaign this year.”

### Successful new customer acquisition

Sortimo provides professional in-vehicle equipment for commercial vehicles. With over 2,000 products on offer, there are in-vehicle equipment solutions for all tradespeople in all industries – leaving nothing to be desired.



The aim of the cross-media campaigns that Grunewald ran for Sortimo was to acquire new customers. 1,000 company founders from industries suitable for Sortimo products were contacted. The campaign was designed to gather as much information as possible about the vehicle fleets used by these young companies so that they could be targeted during new customer acquisition activities.

A personalised postcard was sent to the selected company founders who could then use it to request a free "Sortimo founder L-BOXX" via a website which, of course, was also personalised. That way, not only could address data be collected, but there was also the opportunity to ask for information about the type and number of vehicles used. To confirm their request, these prospective customers were sent an e-mail and introductory information via PDF. Those who did not respond were automatically sent up to two e-mails in two mailing phases.

The response rate of 10% significantly exceeded the customer's expectations. "We were pleasantly surprised by the results," says Julia Kraus who has a degree in information management and is a project manager for Sortimo Direct. "We didn't expect such a high response rate."

### Complete transparency, outstanding results

For their campaigns, Grunewald provides its customers with an online dashboard automatically generated through DirectSmile. The dashboard provides a real-time overview of the response rates, address quality and recipient reactions. Hence the results of the campaign are completely transparent at all times – and thus so is the "return on marketing investment", which is an increasingly important criteria for marketing managers in all companies and in all industries for evaluating the success of their campaigns and for justifying expenditure on marketing.

The detailed results provided by DirectSmile Cross Media for the individual phases of each campaign allow continuous campaign optimisation, which in turn means campaigns can be evermore finely tuned to the needs and interests of the target group. This avoids scatter losses and leads to even better response rates.

The systematic collection of data via the personalised landing pages also makes it possible to address every single existing or prospective customer directly – using individually designed printed and online offers that precisely match their profiles, requirements and buying habits.

Grunewald GmbH is extremely happy with the results that can be achieved by intelligently combining print and online media via the DirectSmile cross-media platform. "Response rates of between 8% and 20% indicate that cross-media campaigns are an excellent tool for instigating dialogue with your target group," says Oliver Rödl in summarising Grunewald's experiences so far. "We will continue to recommend cross-media direct marketing campaigns to our customers with printed and online materials containing personalised images – for new customer acquisition, product launches, promotions, customer satisfaction surveys and much more."

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