



Multi-Segment Messaging

The Client:

International document destruction company

The Challenge:

Although the client had a comprehensive marketing program in place, they did not have an accurate method for measuring the response to their marketing campaigns. As a franchise-based entity with an independent sales force, it was difficult for the client to link marketing programs and sales efforts to determine the source of a new or retained customer and in turn, to ascertain the ROI on their marketing.

The Breakthrough:

SIGMA Marketing Group recognized the need for a greater partnership between the client's Sales and Marketing Teams. To that end, SIGMA worked with the client to create a closed loop sales process via an online lead management and reporting tool used by the client's sales force. The tool allowed the client to determine the source of the lead and to follow the lead through conversion to a customer, adding a significant amount of marketing intelligence behind their program.

Additionally, SIGMA employed a multi-segment, multi-message direct mail campaign that reached out to current customers for retention and cross-sell as well as to prospective customers. SIGMA tested a number of creative packages and messaging as well as incentive offers in order to develop a winning package with a significant return on investment.

**For more information,
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Maximizing Marketing ROI for our Clients



The Win:

In its most recent campaign, the cross-sell program had a response rate of 1.5% and a conversion rate to sales of 67%. The ROI in the first year was 314%. The customer retention program saw a year one ROI of 112% and the prospect campaign had an ROI of 25% in its first year. Although SIGMA and the client continue to test new packages and offers, they now have a solid foundation on which to base future programs.

