

Xerox Corporation offers our customers an innovative array of services, solutions, and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products, and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit www.xerox.com/service.

Results you can measure.

Customer Acquisition and Retention

Variable high-volume digital printing empowered by the iGen3® press has enabled Mailmark and its customers to flourish. Mailmark is enjoying a windfall of new business outside the stronghold of its core base in the automotive aftercare industry. Its clients benefit from increased customer loyalty and higher response to direct mail outreach.

Flexible Service—Free of Waste

“The iGen3® press’ digital print capability has been ideal for us,” says Mailmark’s

Reagan Reed. “It allows us the flexibility of being able to say to our customers, ‘Let’s boost return on investment with your mailings by making creative adjustments on the fly.’ And we can do it now without incurring any waste of inventory. It gives us so much more control.”

Ramping Up Response Rates

“We feel very confident that our mailing list is being tapped with much greater effect,” says Paul Petru of Sears Carpet and Upholstery Care. Now, when franchisees mail out 100 postcards, they typically get between five

and seven completed jobs as a result—compared to only one or two before the program with Mailmark started. “We’ve really increased the return, running at about a 10 to 12 percent ad-to-sales ratio.”

Streamlined Costs

Sears Carpet and Upholstery Care enjoys better economic value and lower costs as a result of its new program. “We’re getting a better per-piece price through Mailmark—and that was even after a postal increase,” says Paul Petru.

Combining intricate database prowess and direct marketing expertise with the productive power of the Xerox iGen3® Digital Production Press, Mailmark increases response rates and ROI for its customers.



Mailmark

Founded in 1983, California-based Mailmark is a leading provider of direct marketing solutions to help its clients identify, acquire, and retain customers. The company offers turnkey one-to-one marketing programs that include marketing strategy consulting, creative design, data mining, programming, printing, mailing, and Internet communication. Mailmark has been a Xerox customer since Mailmark's inception.

Web site:
www.mailmark.com



The Challenge

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“We landed a major new account that was dependent on our ability to increase the level of customization and personalization in their campaigns, while keeping costs down and driving up their response rate.”

Reagan Reed, Director of Business Development, Mailmark



Well into its second decade as a full-service direct mail marketing provider, California-based Mailmark had achieved leadership status in the automotive aftercare market—serving such big-name customers as Valvoline® Instant Oil Change, Jiffy Lube, and Precision Tune Auto Care. The company's procedure required it to maintain massive inventories of pre-printed shells—work that was outsourced to external offset printers. Guided by expert analysis of client mailing lists and customer databases, Mailmark relied on laser printing technology to imprint special offers targeted to specific recipients. Several years ago, the company entered into discussions with Xerox to map out a migration to high-volume, full-color variable digital printing. “This was a strategic evolution for us,” says Reagan Reed, Mailmark's director of business development. “Once you've printed 80,000 shells, you have to trash your inventory in order to alter a campaign in mid-stream. We wanted to eliminate waste, while becoming more fluid and responsive to our customers' campaign requirements.”

The Solution

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“We looked at all the vendors. The Xerox iGen3® Digital Production Press was able to fill all our technological needs, as well as being the most economical solution for what we do.”

Reagan Reed, Director of Business Development, Mailmark



Mailmark's extensive consultations with Xerox culminated in the acquisition of a Xerox iGen3® Digital Production Press with a FreeFlow™ DocuSP® front end—the 29th commercial installation of this groundbreaking technology in the United States. The company quickly took production to over 2 million impressions per month, delighting its customers with variable direct mail customization to drive up response. The new pressroom infrastructure enabled Mailmark to fulfill its goal of eliminating offset-printed inventories and, equally significant, paved the way for an effective entry into new markets. Case in point: Mailmark's foray into full-color digital print production equipped it to secure a relationship with Sears Carpet and Upholstery Care, a national organization with 68 franchises serving 130 markets. “We turned to Mailmark to boost customer retention and take our direct mail response rates to a higher level,” says Paul Petru, Sears Carpet's director of marketing. “We knew we could make that happen for our franchisees if we could help them target-market much more effectively.”

The Benefit

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“Our response rate is better than it was before. We get a better per-piece price—even after a postal increase—and our franchisees are very happy with the program.”

Paul Petru, Director of Marketing, Sears Carpet and Upholstery Care



With a direct mail database approaching 900,000 recipients nationwide, Sears Carpet and Upholstery Care services approximately a quarter million homes each year. By forging a relationship with Mailmark, the company hoped to capitalize on the full potential of its database to build customer lifetime value and maximize customization for its franchisees, while protecting the Sears brand. The results have been nothing short of outstanding. The company designed a program with Mailmark that features carefully timed mailings over a 24-month period, including pieces geared to enforce customer appreciation. Franchisees all around are getting a better response, according to Paul Petru, because the front of each postcard is tailored to at least seven different art versions they can select from, while the back is 100 percent customized to their market. “It really is our most effective program—and we had hoped that it would be. Customer retention is what it's all about in this business,” he says.