

Wedding invitation LookBook fuels over \$2.5M growth.



Best-of-the-Best Program Winner—Digital and Offset

Xerox Premier Partners Global Network



Wedding Invitation
LookBook Campaign,
Digital and Offset

MagnetStreet

Established in 1991, MagnetStreet is a family-owned business based in the Chicago area with sales and marketing in the Minneapolis, Minnesota, area. An online print provider for consumers, businesses and organizations, MagnetStreet specializes in personalized printed products. From save-the-dates and wedding invitations to magnetic calendars and business cards, MagnetStreet strives to provide only the highest quality products for life's major milestones and professional endeavors. With a focus on delighting customers with exceptional care and trend-forward designs, MagnetStreet also believes in empowering customers with the right design editing tools for personalizing their products.

On the web:
www.magnetstreet.com

The challenge

MagnetStreet had been very successful offering save-the-date magnets and cards to happy couples, but they wanted to transition into the more lucrative market of wedding invitations. To do this, they created the Invitation LookBook, a high-quality sample book showcasing their print capabilities and vast array of personalization options. This book would accompany every order of their save-the-date products—the precise time when they had the full attention of their customers.

Composed of many static pages, the LookBook was largely produced on an offset press. At the same time, MagnetStreet needed to produce the invitations economically—something that digital printing made possible for the very short runs involved. However, when these digitally printed invitations were inserted into the LookBook, the color consistency and quality had to equal that of the offset elements in order to satisfy brides' high expectations.

MagnetStreet consulted with Xerox on color management to ensure the quality of the wedding invitation could meet and exceed these high expectations.

The solution

MagnetStreet engaged Xerox for ideas on the best way to make the LookBook a reality and were shown firsthand how it could be best designed for optimal quality.

Print quality and color matching across digital and offset were critically important and the Xerox® iGen4® Digital Press with Xerox® FreeFlow® Print Server delivered. Digitally printed elements included all the invitation inserts, two pages of perforated color swatches, a vellum sheet and a sample thank-you note card. The remaining elements were handled on a manroland offset press.

To drive response from the LookBooks, MagnetStreet incorporated unique discount codes into each finished book. This variable element was added using the Xerox® FreeFlow® Variable Information Suite and Xerox® FreeFlow VIPP® Pro Publisher ... and enabled them to identify which offers were generating the most response as they were redeemed. Since each code was unique, it also ensured that discount codes were never used more than once.

The results

Not only was the quality of the LookBook stunning, it also achieved incredible results. Within one year, conversions from save-the-date customers to invitation customers jumped 56 percent. Invitation orders increased by 103 percent and the company's revenue grew by over \$2.5 million in just 12 months. Most telling of all, brides were enthusiastic in sharing pictures and testimonials on Twitter, Facebook and wedding site forums about the LookBook and its amazing quality.

Building on the success of the wedding invitations, MagnetStreet is now looking into producing high-end wedding thank-you notes, party invitations and birth announcements to further expand their offerings.

