Cross-media campaign converts 75 percent of landing page viewers into subscribers.

Latcham Direct
Personalized, multichannel promotion achieves 30 percent increase in response rate.

Latcham Direct strives to help clients solve their communication challenges by understanding the benefit of and utilizing various channels in their campaigns. They proved to be the perfect partner for Time Magazine Europe in using multiple channels to simplify their subscription process and boost sales.

Challenge

One of Latcham Direct’s biggest challenges is to help clients successfully integrate all communication channels, including print, online, social and email. “It’s really making sure that we deliver communications in the most efficient manner for the customer and for our clients,” stated Kevin Pembroke, Sales and Marketing Director at Latcham Direct.

So, when Time Magazine Europe needed assistance in moving from a manual mail-based subscription process to harnessing the potential of an online order system, they chose Latcham Direct. “The main goal was to simplify registration and increase subscriptions for Time Magazine Europe,” said Pembroke.

Solution

Rather than run a traditional direct mail campaign, Latcham created an online process using cross-media powered by XMPie® PersonalEffect®. “XMPie would make it easier for the user to subscribe, and speed up the payment transaction so Time would get paid quicker.”

Latcham Direct’s cross-media campaign began with a direct mailing containing a variable information solicitation letter and special offer. Shells were preprinted with static information using offset, then personalized copy was printed onto the shells using the Xerox® 525 Continuous Feed Duplex Printer. The Xerox® 525 enabled personalization in the body of the letter, custom content on a removable special offer card and the addition of a PURL that led recipients to a landing page where they could subscribe online.

“We were mailing over a million pieces—200,000 the first run and 900,000 the second run,” said Pembroke.

The landing page was personalized using XMPie and prepopulated with the recipient’s information. Once their credit card was accepted, the subscriber received a confirmation thank-you page and an email was automatically sent by Time Magazine’s payment system. Throughout the campaign, Latcham Direct could precisely monitor results with uProduce Marketing Console. They also set up a dashboard for so their entire marketing team could view the analytics whenever and wherever they wanted to.

“Xerox has helped us by providing a suite of tools and technology that allows us to deliver interactive print and cross-media solutions.”

—Kevin Pembroke, Sales and Marketing Director

Results

The results far exceeded Time Magazine Europe’s goals. Thanks to the cross-media approach, the subscriber response rate was 30 percent higher than the rate received using the traditional direct-mail-only method.

And the conversion rate for those who visited their PURLs was an impressive 75 percent. The online ordering option made subscribing quick and easy, enhancing the customer experience and reinforcing the perception of Time as a trusted brand. Sign-ups were completed faster and at a lower cost than the manual process. The success led to two more runs of the campaign. To date, the campaign has reached 1.6 million potential subscribers.