

Hyper-personalization Boosts Loyalty with 600 Data Versions



Campaign saves \$4 million and boasts 90% redemption rate

Situation

An agency client wanted to boost usage of an auto manufacturer's free maintenance program to increase owner loyalty. Though the program offered benefits and service for 25,000 miles plus roadside assistance, most buyers failed to take advantage – which negatively impacted brand loyalty over the customer's lifecycle.

Solution

Our strategy was to be innovative, cost-saving, more brand aligned and benefit-focused to achieve significantly better redemption rates. We redesigned a highly personalized campaign enticing new owners to take advantage of their benefits at particular mileage intervals. Tapping into data already captured at dealerships, our "hyper-personalized" direct mail program targeted about 2 million customers per year.

The program included four components: a newly designed welcome kit, reminder card and two postcards

– customized with 70 key data points ranging from the car's oil type to a custom timeline of scheduled service dates equating to more than 600 configurations.

Benefits

Our pieces immediately established a strong connection with customers, post-sale and as an ongoing dialogue.

More than 48 percent of owners had vehicle serviced at 20,000-mile interval. 90 percent of eligible customers had vehicle serviced at a brand dealership at least once during the past year.

Our strategy and design managed complex personalization via digital print and reduced their annual printing and postage costs more than \$4 million compared to the previous program.