

Telecommunications company

“Acquisition Mail let us identify new customers for a lower cost than expected”

Marketing Manager
Major Telecommunications provider

INDUSTRY:

Telecommunications

CAMPAIGN PURPOSE:

Sales

MEDIA USED:

Direct Mail (Acquisition Mail)

Background

This case study was developed for a major Australian telecommunications company. This company has preferred to remain nameless in providing details and results of their campaign.

Objectives

The telecommunications provider wanted to test mail as an acquisition channel to determine if they could lower their cost per acquisition.

Strategy

Profiling of their existing customer database was done to identify the characteristics of their best customers. This could then be used as a selection tool for developing a list of postcodes that best represent these customers.

The resulting list of postcodes were then provided to Australia Post where data extraction provided over 100,000 residential address points. The telecommunications company then mailed 95% of these addresses.

A strong offer was developed to encourage recipients to buy immediately from the telecommunications provider.

Creative solution

A plain envelope was used for the mailing with the branding in the bottom right hand corner. There was no salutation used in the address block, eg. “To the Householder”, instead they chose to simply print the address.

Inside the envelope was a letter accompanying a DL flyer with the offer being prominently displayed in both. There were two call to action options – either a telephone number or website and each of these had different ‘free gifts’ offered when ordering in that way.

Results

The mail campaign resulted in 32% more sales than the telecommunications provider required to break-even. As such, they are planning to undertake a second Acquisition Mail campaign.

This campaign was delivered using Australia Post’s Acquisition Mail service. For information on Acquisition Mail please visit www.auspost.com.au/acquisitionmail
This customer story is based on information provided by a major telecommunications provider and illustrates how one organisation has used Australia Post’s Acquisition Mail service. Many factors have contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere.