



## Direct Mail Technology Infrastructure & Process Improvements

Our client, a Fortune 500 Gaming & Hospitality company, relies on Direct Mail to drive customer engagement and more than \$1 billion in annual revenue. Legacy processes and tools meant that Direct Mail had to be planned nearly six months in advance, limiting the marketing team's ability to leverage fresh data and insights. Legacy technology infrastructure limited their ability to test, adjust, and personalize Direct Mail content or integrate these touch points with other marketing channels. The client's operating model did not keep pace with the growing demands and complexity associated with modern Direct Marketing practices.



## CLIENT GOALS

In working with KleerMail, the client had the following goals:

1. **Minimize the time-to-market for Direct Mail content.**
2. **Increase the quality and variety of Direct Mail content to differentiate against competitors.**
3. **Integrate Direct Mail touch points with digital communications.**
4. **Maintain compliance with strict regulatory & cybersecurity requirements.**

## THE KLEERMAIL SOLUTION

KleerMail's Direct Marketing platform allowed the client to easily create and version Direct Mail communications at scale, delivering more personalized offers and content to its customers and prospects. Through integrations with planned technology infrastructure and data sources, the client now has the ability to dynamically create and distribute a variety of Direct Mail content based on customer behavior and attributes, and integrate all of these touch points with other marketing channels for improved results.

KleerMail helped the client reach this state by:

1. **Conducting an assessment of the client's current process and infrastructure.**
2. **Defining a vision-state Direct Mail capability.**
3. **Developing business process recommendations and a technology roadmap.**
4. **Providing access to an enterprise Direct Mail platform.**
5. **Developing custom integrations with the client's marketing technology infrastructure.**
6. **Providing training and ongoing support.**



*KleerMail's platform is the most transformative improvement we've ever made to our Direct Marketing capability.*

**- VP MARKETING, FORTUNE 500 GAMING & HOSPITALITY COMPANY**

## THE IMPACT

By working with KleerMail, our client can:

- ▶ Increase personalization of Direct Mail, resulting in a **10%-20% increase in engagement.**
- ▶ Reduce their Direct Mail deployment window from **3-months to 1-week.**
- ▶ **Eliminate content errors or quality issues** on Direct Mail campaigns.
- ▶ Focus on **testing, personalization and customer experience** rather than marketing operations and vendor management.

## ABOUT KLEERMAIL

By moving the offline Direct Mail process to an online digital platform, KleerMail is transforming the way companies plan, execute, and optimize their direct marketing programs. With experience managing more than \$1 billion of direct marketing investments, KleerMail uses digital technology and artificial intelligence to help businesses streamline their Direct Mail campaigns, align their direct marketing channels, increase their capabilities and improve their performance. Now marketers can do more testing and personalization in less time, track and analyze their data more efficiently and effectively, create personalized content dynamically and maximize the potential of their direct marketing programs while minimizing their costs.

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## CONTACT US



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