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Tami Gillespie
Direct Marketing Manager
TELUS Consumer Solutions



Background

TELUS Corporation, Canada’s second-largest telecommunications company, has always viewed direct mail as an important part of its media marketing mix.

“Direct mail is a medium that not only allows more space for content and targeted offers, but also gives consumers more time to engage with the piece,” says Tami Gillespie, Direct Marketing Manager for TELUS Consumer Solutions.



Marketing strategy and challenge

When TELUS wanted to sell its digital TV service to existing customers, the company turned to a proven, tactical approach: the Addressed Admail service from Canada Post.

“Previous pilots with TELUS have demonstrated that sending multiple direct-mail pieces in the same campaign can yield higher response rates,” said Jennifer Martin, Account Executive at Canada Post.

CLIENT: TELUS Corporation
SECTOR: Communications
GOAL: Convert customers to TELUS’ digital TV service
SOLUTION: Addressed Admail™ service

The campaign goal was to increase sales of TELUS TV through a special service bundle—home phone, digital TV and Internet—at one low monthly price and with no charge for the first month. Using the same creative and messaging, the TELUS campaign would test the effectiveness of multiple mail drops to the same audience.



Canada Post solution

The TELUS campaign, which began in October 2008, included a drop of Addressed Admail items that took place over four waves. The second phase of the campaign, which ran from December 2008 to January 2009, included six waves. Customers were invited to call a 1-800



Results

“Campaign results exceeded our expectations,” says Gillespie. “The first direct-mail drop saw a healthy conversion rate, but what came next was even more satisfying. The second mailing to the same customers yielded an additional 56 per cent increase in response rates from the targeted prospects.”

Building on its success, TELUS will continue to use the multiple mail-drop strategy going forward. “Multiple mailings are clearly effective but even more effective when you use each mailing to highlight different features and benefits of the product or service,” says Gillespie.

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