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Mary Biggins  
Country Manager for Canada  
Vistaprint



### Background

Vistaprint N.V. empowers more than nine million micro businesses and consumers annually with affordable, professional options to make an impression. With a unique business model supported by proprietary technologies, high-volume production facilities, and direct-marketing expertise, Vistaprint offers a wide variety of products and services that micro businesses can use to expand their business. A global company, Vistaprint employs over 2,700 people, operates 24 localized websites globally and ships to more than 120 countries around the world.



### Marketing strategy and challenge

The emergence of more and more competition in the business-to-consumer space has led Vistaprint to seek out solutions that will drive more traffic—and business—to its website.

**CLIENT:** Vistaprint

**SECTOR:** Office and stationery products

**GOAL:** Boost conversion rates through targeted messaging

**SOLUTION:** The Unaddressed Admail™ and GeoPost™ Plus services from Canada Post

“Although we serve millions of people a year and have a steady track record of success, we can’t afford to be complacent,” says Mary Biggins, Country Manager for Canada, Vistaprint. “Building brand awareness, increasing web traffic and converting clicks to sales is critical to growing the business.”



### Canada Post solution

As part of its 2010 holiday campaign, Vistaprint decided to implement a direct-marketing campaign that would test the impact of four distinct creative



### Results

One offer emerged as the clear winner, outperforming the others by a factor of seven and delivering a conversion rate higher than expected.

“The campaign yielded impressive results and also allowed us to test our creative messages—invaluable information that we’ll use to help refine future holiday campaigns,” says Biggins.

“Direct mail will continue to be a part of our integrated marketing strategy because it allows us to connect with consumers that we may not be able to reach online. It’s a perfect example of how print and online can work together to deliver great results.”

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