

SmartLead Creates Quality Leads and In-house Direct Mail Services to Double Response Rates for a Dealer's Direct Mail Program with a 14-1- ROI

The Client:

The dealer of a manufacturer of large home relaxation products with over **900** dealers in **57** countries

Background:

One of the manufacturer's dealers had **773** leads in their geographic area that they wanted to drive into the showroom. To increase showroom traffic, they wanted to mail the leads a postcard to promote a discounted offer to purchase accessories for their core home relaxation product.

The Solution:

As was the case with this dealer's direct mail program, all SmartLead direct mail and nurturing programs start with a high quality list – SmartLead-qualified leads. In addition, SmartLead's in-house direct mail service further cleans mailing lists to ensure US Postal Service compliance. In fact, SmartLead cleaned **84** leads out of an initial list of 857 because there were duplicate households in the lead pool or the lead provided an unmailable address.

The call-to-action was a \$50 discount on a product that typically sells for between \$475 and \$525. The offer was promoted in the postcard that was produced and mailed by SmartLead's in-house printing and mailing services.

The Result

The program was highly successful, achieving twice the national average in response rates.

- A direct mail postcard was mailed to 773 of the dealer's leads. **32** purchased the promoted product – **4.1%** of all recipients. According to a national mailing industry association, the average direct mail response rate for home furnishing products is between 1.1 and 2.0%.¹ The dealer's 4.1% sales rate was more than **twice** the national average.
- The average sale price for the promoted product was \$445. With 4.1% sales rate, the direct mail program generated more than **\$14,000** in sales. This produced a **14-times** return-on-investment. The total cost of printing and postage was \$765.
- With the qualified leads to begin the program, the manufacturer maximized their sales opportunities.

1. Cited from National Mail Order Association LLC. <http://www.nmoa.org/Library/averageresponserates.asp>

About SmartLead by AdTrack

Since 1981, companies have relied on SmartLead's customized lead management systems and best practices to smoothly and seamlessly manage leads from the moment the leads are generated, through qualification, ranking, nurturing and distribution to sales people or channel partners.

SmartLead is the only full-service lead management company with:

- Dedicated account managers to advise clients on best practices and implement their programs
- Web-based lead management, sales force automation systems
- Insightful analytics system
- In-house marketing services: contact center, direct mail, email, printing, web hosting, and an ISO-certified fulfillment/warehouse.

▶ **Pioneer in Lead Management**

▶ **Unequaled Expertise**

▶ **Comprehensive In-House Services**



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