

Literature Costs Reduced by \$100,000, Improved Turnaround Time

Client:

Worldwide residential window and door manufacturer. The company is one of the industry's top four leaders in sales volume and innovation. Channel partners include big-box home improvement retailers and construction contractors.

Background:

The company sends literature pieces to individual consumer prospects and bulk literature packages to channel partners.

The Challenge:

Annually, the company sends over six million literature pieces to prospects and channel partners. Each year more than 12,500 literature packages are sent to channel partners. However, before working with SmartLead to warehouse and fulfill literature requests, literature wasn't shipped in a timely manner to either individual prospects or channel partners.

It was also difficult for the company to maintain consistent inventory levels for each piece of literature. The company needed a reliable, accurate service to send promotional literature to both prospects and channel partners.

All of the company's literature was shipped from a West coast location, increasing the time it took for East coast recipients to receive literature.

The Solution:

To more quickly respond to literature requests and gain control of the inventory, SmartLead created a centralized literature storage, fulfillment and distribution system for the manufacturer.

The new literature system provides inventory control measures, online inventory reporting and an easy-to-use online ordering interface. SmartLead's warehouse is ISO 9001:2000 certified to implement its customers' requirements with the highest quality.

The Results:

- Response times improved as the system sends promotional literature to consumer prospects within 24 hours of a request and ships bulk literature to channel partners within 48 hours.
- With improved inventory control, SmartLead cut the manufacturer's literature fulfillment costs by over \$100,000.
- The Midwest location of SmartLead's warehouse and literature fulfillment center also reduced the time required for literature to travel to its end destination.

Case Study

About SmartLead and 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 fulfillment/warehouse.

▶ **Pioneer in Lead Management** ▶ **Unequaled Expertise**
▶ **Comprehensive In-House Services**

SmartLead by The AdTrack Corporation • 6060 Huntington Ct. NE • Cedar Rapids, IA 52402
• (800) 735-3237 • www.smartlead.com
• www.smartlead.com/blog