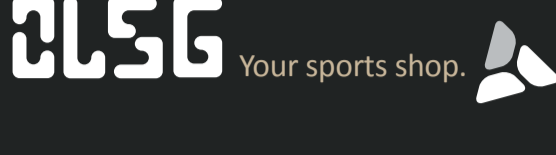


PrintShop Mail Connect

PROMOS THAT KEEP-UP WITH YOU



COMPANY PROFILE



OLSG is a medium-sized sports equipment retailer that combines an online store with brick and mortar locations.



Existing Situation

It's the season changeover and the unsold stock needs to go in order to make room for the new equipment.

THE ISSUES

- ⊘ Sending promotional communications by regular mail and by email doubles the work
- ⊘ Personalising content is too complex for the time and resources available
- ⊘ No metrics available for the print campaign
- ⊘ Quickly responding to a market opportunity often requires outsourcing all the work

Solution

Create a multi-channel, personalised campaign, using regular mail and email with PrintShop Mail Connect.

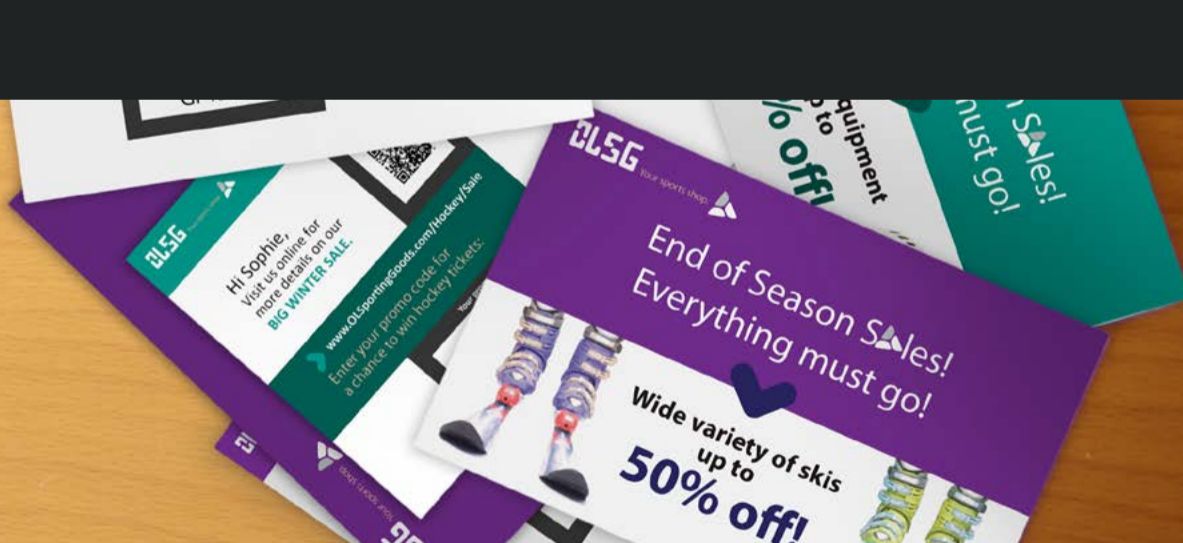
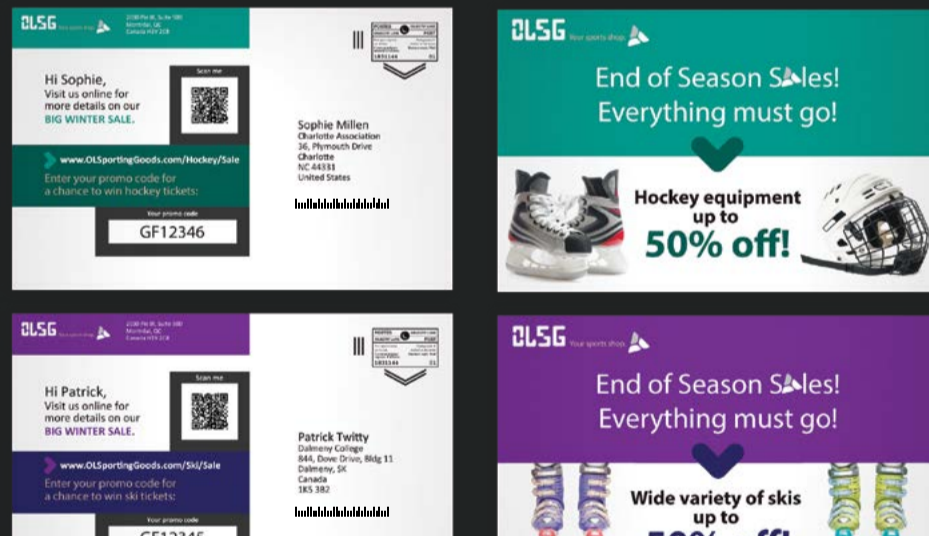
THE SOLUTION

- 👍 Graphical and text content are created once and re-used in both the postcard and the email, significantly reducing the time and effort required to create the campaign.
- 👍 Both the postcard and the email are fully personalised based on customer data, allowing a relevant message for each recipient, which in turn generates an increased response rate.
- 👍 QR codes allow to measure the success of the printed portion of the multi-channel campaign.
- 👍 A single HTML-based multichannel tool that's easy to use, makes it possible to quickly and easily create the mailings in-house.

THE CAMPAIGN INCLUDES



Personalised Postcards



Emails

