



## • RESOURCE PARTNERS – BEST PRACTICES

# XEROX®

## SPECIAL AWARD

### Xerox 1:1 Lab & Reader's Digest cross-sell promotion

Canada's largest and most sophisticated user of direct mail is in constant testing mode to find better ways to do business and provide maximum customer experience. But this time, Transcontinental's *Reader's Digest* really stepped out of its comfort zone, as testing this type of innovation could have greatly affected its main business if results were not positive.

*Reader's Digest* wanted to improve overall response rates (using variable printing and customization based on customer profiling and transactional data), and compare traditional DM to variable data packages. Xerox, for its part, aimed to deliver proof of concept to *Reader's Digest* and Transcontinental Printing that cross-selling and up-selling can be better achieved through one-to-one marketing.

The test, using Terminal Van Gogh strategic thinking and programming services and the Xerox Canada 1:1 Lab – Data Driven Variable Print, promoted a cross-selling product catalogue selection featuring a variety of products. Due to the complexity of the campaign, the

agency created a comprehensive relational database and designed a series of sophisticated algorithms, which fuelled the logic behind determining which products were presented to individual customers, based on past purchases and product affinity.

The control package items were printed in a Web offset environment whereas the dynamic variable test package items were printed using four-colour process digital printing technology. A challenge was the complexity of inserting eight items, which required a match of six items and the nesting of one item, into the catalogue. The 26,000 plus marketing envelopes were produced simultaneously in three cities and shipped to Transcontinental Printing for finishing and assembling.

"Miraculously," the high-risk program was developed and produced in nine weeks from first meeting to mail date. It was one of the most complex campaigns undertaken, and according to *Reader's Digest*, produced some of the highest results in the history of the company.