

# Solution Case Study



## National Service Provider and Its Agency

The client and their advertising agency are responsible for a marketing plan with a variety of ongoing and new direct mail, event, and retail campaigns. These campaigns increase the awareness, understanding and ultimate usage of the client's offerings by consumers and businesses. 1,300 professionals from nine separate regions of the country select, customize and execute their localized campaigns within the guidelines and budget prescribed by the client.

### The Challenge

The primary goal was to achieve an "easy-to-use" collaborative web portal where field marketers can remotely access, select, customize, and order localized branded direct mail and retail elements, in a quick, cost effective, accurate way. Achieving maximum customer retention and revenue growth for the client in a business climate rife with competition is the end goal.

The key specific goals of the initiative:

- Develop an easy to use web-portal and workflow for use by field marketers and others
- Marketers must be able to select "new or ongoing campaigns", customize and approve e-proofs prior to printing
- Ability through portal to introduce new campaigns, process branding and budget approval
- Users must be able to select rush or standard delivery with ability to pay via credit cards or budget debit
- Ability for field users to select their target audience from a constantly updated household and business database maintained on platform
- Ability for production team to access, print and distribute orders at optimized unit cost
- Users must have ability to track orders on-line

### Results

Content Critical developed and deployed the **Message Maker4** (MM4) web portal solution with the following results:

- More than 1,300 individual field marketers responsible for 33,000 locations have real time access to branded and customized materials 24/7 online
- Over 200 unique items in a variety of sizes are always available for localization and ordering
- New and updated creative campaigns are introduced in a timely and controlled way by the agency and client
- 200 million units representing a wide variety of formats are produced & distributed annually with virtually no physical inventory (JIT)
- Marketing budget and running costs (by region and quarter) are controlled with multi-level on-line approval and order release
- Client has realized a greater than 20% annual production cost savings with MM4 linked to Content Critical's corresponding state-of-the-art digital print and distribution services