

Project: **France Telecom's Variable Printing Boosts Direct Mail Response**

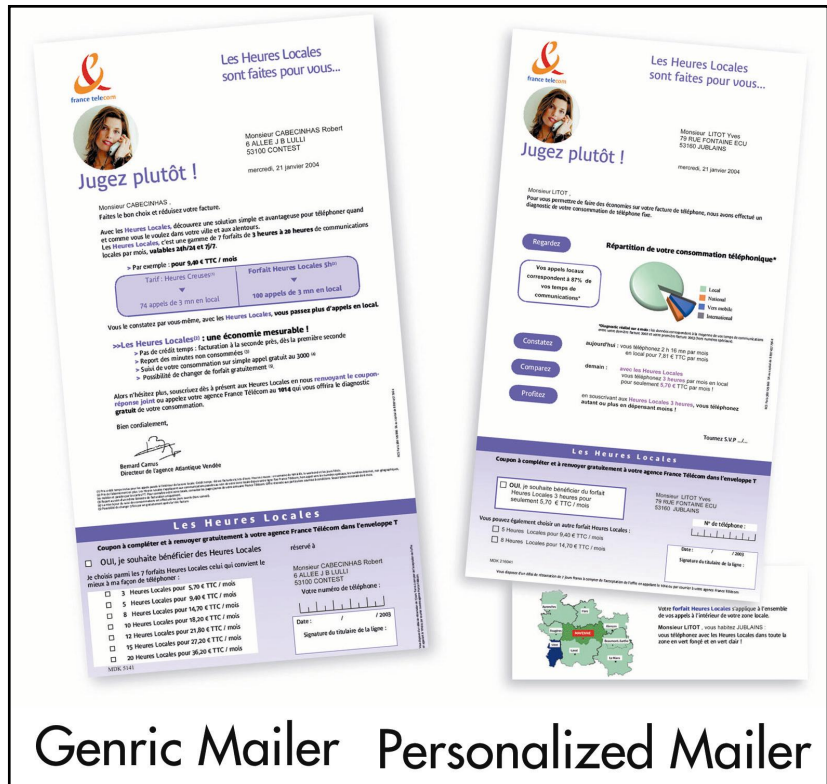
Vertical Market: Telecommunications
 Business Application: Direct Marketing/Direct Order

Program objectives:

- To gain accurate measurements of the impact personalized, variable data printing on direct mail
- To measure the increased cost of variable printing in direct mail
- To measure ROI of fully variable printing in direct mail promotions for the telecommunications market in France
- Assess how personalization affects consumer behavior

Significant results reported by user:

- Increased response to direct mail by five times
- Developed a method for using personalized direct mail to increase ROI



Generic Mailer Personalized Mailer



VERTICAL	Telecommunications
BUSINESS APPLICATION	Direct Marketing/Direct Order
CLIENT	France Telecom http://www.francetelecom.com France Telecom was the monopoly telephone service in France and is now competing with over 60 firms in France's local and long distance wired telephone market.
PRINT PROVIDER	ISI http://www.isiprint.net ISI is a Parisian full service prepress and printing company.
AGENCY	MD-Lab http://www.md-lab.com MD-Lab, the research laboratory of ESC Lille Group, is the largest European research centre dedicated to communication technologies and distance selling. Founded in 1892, ESC Lille is an independent institution of Higher Education in Management and one of the oldest business schools in France.
HARDWARE	Xerox iGen3 and Xerox DocuColor 6060
SOFTWARE	PrintSoft's NEWLEAF for merging data from France Telecom's customer information for print, Web and electronic distribution and viewing.
TARGET AUDIENCE	French Telecom customers
DISTRIBUTION	16,000 in a two quarter 2003 mailing
DATE	Spring and Summer 2003

DESCRIPTION	<p>France Telecom, in an experiment to help decide if variable data printing and targeted messaging would help boost direct mail response, set up a marketing campaign involving 16,000 customers. Working with ISI, the company devised a campaign to compare its standard direct mail method with a much more personalized and targeted approach.</p> <p>One group of 8,000 customers was sent a letter that offered information on the company's fixed cost calling plans. Only the name and address were personalized on these letters.</p> <p>The second group of 8,000 was sent letters that showed a breakdown of their local calling cost histories and recommended a calling plan based on past usage. The recipients were also offered a trade-up plan consisting of two other plans. On the back of the mailing there was a graphic illustration of the area covered by the calling plan. In this mailing there were ten variable data sections.</p> <p>The page design and layout, the typography and the use of images in both groups were kept as similar as possible in order to reduce the impact of external factors on the study, however full use of customer data was made in the fully personalized group to create the intended one-to-one document.</p> <p>The highly personalized group of 8,000 generated five times more responses than the generic group. When the higher response rate was factored into the costs, the company realized expenditure of generating each response from the fully personalized group was one quarter of the cost of using traditional methods, which enhanced its return-on-investment (ROI) considerably.</p>
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