



**PROJECT: *BACKROADS PERSONALIZED DIRECT MAILER***  
**Segment: Direct Marketing: Lead Generation**

*Program objectives*

- Encourage existing customers to book another trip with a travel company that offers high-value “active travel” vacations. (Repeat customers were known to spend 2-3x as much on subsequent trips.)

*Significant results reported by user*

- In a live A-B mailing to existing customers, the personalized mailer produced twice the response rate compared to those who only received a standard catalog.
- Also doubled revenue per customer.



<b>Segment</b>	<b>Backroads: Lead Generation</b>
<p><b>Participants</b></p> <p><b>Client</b></p> <p><b>Creative Agency</b></p>	<p>Backroads, <a href="http://www.backroads.com">www.backroads.com</a>, an active travel company.</p> <p>Nimblefish Technologies, <a href="http://www.nimblefish.com">www.nimblefish.com</a>, provides software and services that enable large corporate customers to integrate individualized marketing including personalized imagery and messaging across media.</p>
<p><b>Program</b></p> <p><b>Target Audience</b></p> <p><b>Description</b></p>	<p>Past customers.</p> <p>Backroads had a compelling reason to encourage repeat business from its customers – it had determined that returning customers spent two to three times more on a vacation package than they did on their first trip.</p> <p>To encourage past customers to book another vacation with Backroads a personalized postcard was sent to them in addition to Backroads traditional catalog. The front of the postcard featured an image from the customer’s most recent Backroads trip and the date and location of that trip.</p> <p>The back of the mailer featured an image of a special trip in the 2001 catalog that the customer might find interesting based on his/her previous trip(s). The text presented a special discount offer and directed the customer to their own Personalized URL (PURL™) which featured six other Backroads trips that were specifically recommended for the client.</p> <p>In a live A–B mailing to existing customers, the personalized mailer produced twice the response rate compared to those who only received a standard catalog.</p>



Copyright © 2001 PODi, the Digital Printing initiative; Strictly Enforced

www.podi.org  
 Phone: 585-239-6063 • Fax: 585-239-6093

*BEST PRACTICES IN  
 DIGITAL PRINT*

*September 2001*