

CASE STUDY

High-Volume and Complex Direct Mail Campaign Delivered Faster and Below Cost

Direct Mail Campaign Results:

- Faster Delivery
- Lower Cost
- Increased Customization
- One Consolidated Drop

CHALLENGE

UpToDate®, a clinical decision support resource relied upon by nearly two million clinicians in more than 190 countries, needed to lower the cost of their direct mail campaigns, without compromising the speed, accuracy and quality of their highly complex and targeted communications.

SOLUTION

Having worked with Harland Clarke for 15 years, UpToDate was familiar with our experience managing and deploying large, multi-versioned direct mail campaigns similar to theirs, involving highly customized data processing, multiple merge/purges and suppressions, list splits, record allocations, coding, and Nth selecting for each mailing.

UpToDate's direct mail campaign contained seven pages of complex data processing instructions that needed to be strictly followed in order to implement the 22 *versions of inserts* that were part of the campaign. Harland Clarke's advanced data processing capabilities, used to print and mail more than 500,000 direct mail pieces per month, enabled us to deliver on every detail of UpToDate's direction.

In addition, our digital printing processes allowed us to print variable data all in one run, assemble it quickly, and include highlighted text and color to give added visibility to key information and calls to action.

RESULTS

Harland Clarke delivered the precise, high-quality, custom direct mail campaign UpToDate needed at a lower price by running jobs more quickly and inexpensively. We utilized mainstream mail technology to save money on postage and increased efficiency by consolidating 22 different drops into one large drop.

Because of our commitment to deliver the highest levels of client satisfaction, which includes a willingness to rely on the capabilities of key partners to deliver on all requests, Harland Clarke consistently wins the business for the most demanding direct mail projects.

Many variables impact campaign success. The information contained within this case study is provided for demonstrative purposes only. Harland Clarke does not guarantee or warrant earnings or a particular level of success with a campaign.

Learn more about how Harland Clarke
can help deliver a direct mail solution
to meet your needs.

THE HARLAND CLARKE DIFFERENCE

At Harland Clarke, a single strategy defines everything we do. We help organizations connect with their customers how, when, and where it matters throughout the entire relationship lifecycle. Our Payment and Marketing Services drive customer engagement in every relevant way across channels to increase acquisition, improve activation, deepen relationships and retain them for the long term. We are invested in giving our clients a distinct advantage in today's experience economy. With Harland Clarke as your partner, you have a single, trusted source to help advance your strategic business growth and ensure enduring success.

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