

## Children's Art Project Integrated Marketing Campaign Successfully Generates Lift in Sales of Holiday Cards

### PROGRAM OBJECTIVE

- Improve sales of holiday cards

### DESCRIPTION

The Children's Art Project is a non-profit organization which raises money to help make life better for children with cancer by selling greeting cards, gift items, and miscellaneous merchandise which are imprinted with artwork produced by pediatric patients at M.D. Anderson Cancer Center. Each year, the project raises more than \$1.5 million in revenue which goes towards enhancing patient services and patient-centered research.

Among the many revenue-producing items are holiday cards which can be imprinted with a person's or business's name and a personalized message, or even a color photograph. Over 800,000 of these cards were sold in 2007.

In 2006, ImageSet Digital, a leading provider of on-demand digital printing and marketing services, was awarded the contract for the imprinted cards, and successfully implemented a print-on-demand workflow which resulted in significant cost savings due to simplified order processing, as well as a reduction in waste costs. Additionally, turnaround for the cards was reduced from 2-3 weeks to 3-5 days.

Because of the positive relationship Children's Art Project (CAP) had with ImageSet Digital, CAP's Director of Marketing, Kelly Renner, turned to ImageSet Digital for help in increasing 2007 sales. Ms. Renner worked with ImageSet Digital's Vice President of Sales, Kathi Woolsey, to develop a direct mail campaign targeting individuals who had purchased personalized cards in 2006. ImageSet Digital recommended taking the direct mail campaign a step further by utilizing personalized URLs, which have been proven to dramatically increase response rates by catching the recipient's attention, and personalizing their online experience.

The direct mail campaign ImageSet Digital created for CAP consisted of:

- A 5.5" x 8.5" full color postcard which contained the "Early Bird" offer of a discount off the regular price for ordering early.
- An invitation on the postcard encouraging the recipient to log on to his or her personalized URL, which contained the recipient's name and the campaign name, for example, John.Smith@CAPEarlyBirdSpecial.com.
- A personalized landing page which greeted the responder by name, explained the new improved ordering system, and invited the respondent to order again. The last page of the personalized URL took the respondent to the CAP sign-in page where they could order cards.

### RESULTS

Over 2255 personalized postcards were mailed. Responses to the postcard began showing up within 3 days after the mailing. Within four weeks, there were 223 responses (**9.89% response rate**), with 148 of those responses resulting in an order (**66% conversion rate**).

A follow-up email was sent to those who had responded but not purchased, resulting in an additional 31 conversions, for a **total conversion rate of 80%**. The CAP staff was able to monitor campaign results in real time through an online campaign dashboard, which showed who responded, and whether or not the respondent clicked through to the order form. When the season ended on December 15, 2007, **total orders had increased by 10%**.

### CLIENT COMMENT

The CAP staff was extremely pleased with the overall results of the 2007 season and plan to implement a similar campaign in the 2008 season.