

LEVERAGING DIRECT MAIL TO DRIVE CONVERSION RATES

Clearpath Solutions Group is a leading IT infrastructure provider, focused on virtualization and data storage technologies. Providing hardware, storage and managed service offerings, Clearpath partner with public cloud companies such as VMware and Amazon Web Services to provide to their clients.

Business Challenge

Clearpath Solutions Group, a forward-thinking and highly modernized organization, understood the need for businesses, both large and small, to acquire a technology solution that simplified management of data infrastructures. SmartStack, a combination product featuring products from both Cisco and Nimble, proved to be both a cost-effective and simple way to quickly and flawlessly deploy business-critical applications. To properly advertise this new product line to partners, Clearpath Solutions approached MRP to design, manage, and execute a highly interactive direct mail campaign that would spark interest around SmartStack and produce profiled leads.

MRP Solution

MRP developed a captivating series of attractive direct mail pieces that clearly illustrated the value SmartStack presented. Clearpath Solutions opted to run two different mailers across three states, to over 450 US-based IT decision makers ranging from manager level to the C-suite.

Delivering Results

MRP has classified the Clearpath Solutions direct mail campaign as one of the most successful of its kind. Typically, direct mail campaigns see an industry standard conversion rate of 10%, but this project largely surpassed that number with **a conversion rate of 20%**. In addition, due to the engaging creative pieces and strong messaging created by MRP's customer success team, MRP was able to deliver more profile leads than anticipated.

In fact, MRP met their profile goal within just nine days and delivered **32% more profile leads** than originally projected. At the end of the campaign, Clearpath Solutions was able to execute a flawless and impactful direct mail campaign and, in return, received valuable customer information and developed grew opportunities in the pipeline.

Learn More At

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