

OPTIMIZING LEAD GENERATION WITH DIRECT MAIL

Tintri, Inc. is an American information technology company based in California. Providing products designed for virtual machines and cloud computing using flash memory, Tintri markets these products as VM-aware storage. They required a scalable and high-performing marketing campaign to generate new opportunities.

Business Challenge

Tintri, Inc., a long-time customer of MRP was familiar with MRP's direct mail program, but wanted something a little more creative. After conducting a marketing analysis, MRP suggested combining an engaging direct mail campaign with a content downloads program, one of MRP's newer lead generating services, to optimize their marketing efforts and drive profiled leads. To properly advertise VM-aware, Tintri approached MRP, to design, manage, and execute a highly interactive combination marketing campaign. The initiative included both a direct mail campaign in conjunction with a custom content downloads microsite to create profitable opportunities for both Tintri and VMware.

MRP Solution

MRP developed and pitched a captivating series of attractive direct mail pieces that clearly illustrated the value VM-aware presented. Tintri and MRP worked together to build a target list of over 800 US-based IT decision makers ranging from manager level to the C-suite.

MRP also created numerous interactive emails and a Tintri branded microsite that complimented the direct mail pieces. Like the direct mail campaign, the content downloads program provided Tintri with beneficial account information that revealed which stage of the buyer journey the account was currently in. This was done by restricting the downloadable content to prospects who answered a qualifying nurturing question. Their response would then lead them to a microsite with content relevant to their specific stage in the buyer journey.

Delivering Results

Most direct mailer programs see a response rate of 10% - the Tintri campaign exceeded expectations for responses, profiles and engagement, with a **14% mail response rate** and a **8% conversion rate**. At the end of the 6 week campaign, Tintri received over 100 profiled leads and took part in numerous on-site customer meetings. In addition, they acquired invaluable account information including budget information, upcoming projects and future IT needs through the program, that they still use today.

Learn More At

www.mrpfd.com

sales@mrpfd.com