LEVERAGING DIRECT MAIL TO CREATE INTEREST AND ENGAGEMENT AROUND UNIQUE PRODUCT PACKAGE

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

CHALLENGES

Clearpath Solutions Group, required a scalable and high-performing direct mail campaign to spark interest in a unique combination product that provided a package solution for a common business pain point. Understanding their client’s needs and the difficulties they were facing, MRP developed a highly engaging and responsive direct mail campaign to create profitable opportunities for a new and developing product line.

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 Group approached MRP to design, manage, and execute a highly interactive direct mail campaign that would spark interest around SmartStack and produce profiled leads.

SOLUTION

MRP developed a captivating series of attractive direct mail pieces that clearly illustrated the value SmartStack presented. Clearpath Solutions Group opted to run two different mailers to over 450 US-based IT decision makers ranging from manager level to the C-suite. Clearpath Solutions Group targeted companies residing near Washington D.C., Boston, and Baltimore that had more than 100 employees.

RESULTS

- 32% email opens
- 19.1% in pipeline revenue generated

CUSTOMER SUCCESS STORY: Direct Mail
RESULTS
MRP has classified the Clearpath Solutions Group direct mail campaign as one of the most successful of its kind. Usually, direct mail campaigns see a conversion rate of 10%, but this project largely surpassed that number with a 19% conversion.

In addition, because of the impactful 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. Clearpath Solutions Group and MRP defined a profiled lead as a prospect who successfully completed a custom online survey. At the end of the campaign, Clearpath Solutions Group was able to execute a flawless and impactful direct mail campaign and, in return, received valuable customer information and developed new pipeline.

Are you ready to change the way you drive leads to your sales pipeline?
Contact MRP today, at sales@mrpfd.com and schedule a demo.