

Lean Budget, Small Marketing Team, Powerful Results: One-Person Marketing Department Yields 690% ROI*

CASE STUDY

The Situation: *One-Person Department to Fill the Sales Pipeline*

When Zynchros wanted to fill its sales pipeline, its one-person marketing department had a small budget and a big task. The company wanted to reach a well-defined target market for its web-based medical industry solutions. The sales team needed to quickly identify and contact qualified leads.

Zynchros needed an economical solution that delivers premium campaign results. It also needed an approach that a small marketing department could easily implement and manage. Most of all, the company couldn't take any risks with its marketing dollars. It needed to invest in a proven solution.

Goal:

- Fill sales pipeline on a budget

1:1 Multi-channel Campaign:

- 2 personal, relevant mailed pieces
- Well-defined database
- Personal websites (PURLS)
- Survey to uncover needs, objections
- Detailed reporting
- Automatic lead delivery

Results:

- 12% response
- 690% ROI
- Detailed client information for future planning
- **A full sales pipeline**



The Solution: *Bloom - Personalized, Multi-Channel Marketing Campaign*

Zynchros hired The Mahoney Company to implement a consistent, relevant, multi-channel campaign using Bloom, Mahoney's dynamic 1:1 solution.

The multi-touch campaign included two highly personalized mailed pieces sent to a defined database. Relevant content drove each prospect to a personalized response website. The client received highly detailed response reports two times per day.

The response websites (personal URLs or PURLs), offered prospects incentives to contact a sales representative, receive product information, and complete a brief survey. Survey answers provided Zynchros with detailed information about each prospect. This information could be accessed at any point in this campaign or in future campaigns to market more effectively to each unique prospect.

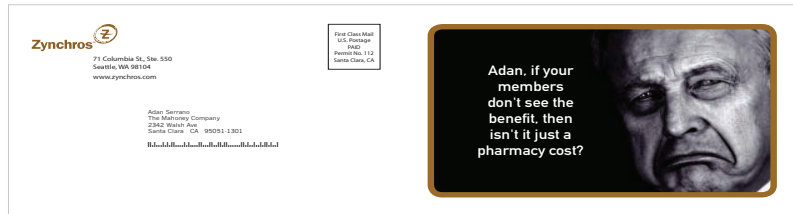
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CASE STUDY

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The Mahoney Company managed multi-channel communications from a single data source, eliminating the work of managing of multiple vendors. The client could easily implement changes across channels through one contact.

Zynchros leveraged Bloom's technology to identify needs and objections, quickly turning leads into sales.



The Results: 12% response rate, 690% ROI*

The campaign generated a 12% response rate, exceeding standard direct marketing results of 1-2%. Return on investment is expected to top \$69 in revenue for every campaign dollar spent. High ROI translated to a low cost per lead, and a happy client who describes the campaign as "highly successful".

The pipeline became full with highly qualified prospects within a few weeks, or in less time than with other media including email blasts. The sales force quickly closed sales using lead information delivered automatically twice per day.

Detailed reports identified the most successful aspects of this campaign, empowering the client to make real-time changes to further improve campaign performance. Client data gathered from personal URLs gave Zynchros new insight for reaching and serving its target market more effectively, now and in the future.

The one-person marketing department delivered the results of a large marketing department and a large budget. By reaching the right people with the right messages, Zynchros ran a highly efficient and profitable campaign on a small budget.

*ROI figures based on completed sales and sales in final negotiations.