



# OTC Systems

## CASE STUDY PAGEFLEX®

### Campaign Summary

#### Objectives

- Develop highly customized campaign that included targeted imagery, personalized URLs, HTML emails, and near real-time tracking
- Personalize each aspect of the campaign depending on the recipient's area of responsibility
- Provide prospects a way to test out OTC's marketing portal and create their own personalized direct mail
- Quickly produce the campaign in order to take advantage of current market trends

#### Results

- Campaign created in five days
- pURLs developed for the campaign enable Auto-Dealers to try out the power of the marketing system before signing on to the service
- Highly targeted campaign generated average response rate of 23% and a conversion rate just under that number

## OTC Systems Develops System That Enables Auto Dealers to Create Customized Marketing Materials

### Overview

Based in London, Ontario, Canada, OTC Systems is a leader in automated workflows, producing high-level, variable cross-media, direct marketing and lead generation campaigns.

OTC provides an all-in-one marketing portal designed to enable clients to create powerful direct mail and lead generation campaigns using the latest

in print technology, including targeted imagery, pURLs, HTML emails, and near real-time tracking. Although OTC provides their solution to many verticals, they have an expertise within the automotive retail segment.

To promote their services, OTC Systems developed a direct marketing campaign that targeted a select group of automotive dealerships in Canada. The first campaign was directed at

**KIRBY**  
Direct Mail is getting hotter by the minute.  
Your clients at Brasso Nissan are ready for something this hot.

**Introducing the New EasyMailer format from OTC Systems!**  
We're always keeping ahead of the curve when it comes to dealer marketing and we've got something new that will get you customer attention and generate leads. The OTC EasyMailer format. We're sure you'll agree that the current customer reach demands every advantage you can have.

The new OTC EasyMailer format comes highly personalized and includes up to 1 personalized 8.5 x 11 inserts that will get you customer attention and generate leads. The application can include video content with our Brasso Nissan logo, video and other graphics, new vehicle trailers, and out of warranty vehicles. You can even include a direct mail offer.

We use the latest in print and web technologies, from targeted imaging to personalized websites. Your clients will appreciate your efforts in creating high personalized environments. Best of all, our program is completely turn-key. We'll do everything from acquiring and cleaning your customer data to designing, printing and mailing your campaign.

Kirby, check out your personalized website today to find out how the new OTC EasyMailer format can generate additional leads for your sales and service departments!

With OTC Systems, you have been key access to these great products and services:

- Data gathering, cleaning and reporting
- Campaign and message follow-up period
- Targeted imaging that matches content
- Personalized Website for your customers
- HD Co-op approval
- Year-round
- Full database management
- Online printing
- Highest quality printing
- Risk-free data security
- Campaign specific video hosting
- Inventory printing

**OTC SYSTEMS LTD**  
Kirby, check out your personalized website!  
[www.get1otc.com/kirby/soon](http://www.get1otc.com/kirby/soon)  
Or call 1-888-667-1-OTC x711

**How OTC will work for Brasso Nissan**

- Last generation vehicles present to work by your area
- Exclusive automotive marketing opportunities
- Personalized presentation, variable imagery and results
- Target the right customers for each campaign
- Built in Customer Management Portal for messages and webpage
- Meet our effective return on investment
- Pre approved design that qualify for Nissan's Advertising co-op

**In three easy steps you can begin to create powerful campaigns:**

- 1) Go to [www.get1otc.com/kirby/soon](http://www.get1otc.com/kirby/soon) to start the process.
- 2) A representative from OTC will contact you to assist with complete data collection and identification of your dealer portal
- 3) Choose, customize, and approve your campaign on your portal. All hours later your campaign is ready to be launched!

**Accelerate Portal**

Kirby, discover the power of our new marketing portal for immediate results. By harnessing the power of OTC's marketing system, you can create powerful campaigns using the latest in print technology, including targeted image marketing and personalized direct mail.

**Accelerate portal features:**

- Brasso Nissan featuring their own HTML include data integration and portal features
- On demand printing for sales brochures and other dealer collateral
- 24/7 All time access of any approved campaign
- Built in landing website and campaign management module
- Personalized Direct Mailbox - track your campaign, leads

**Additional product includes:**

- Campaign and mail
- Real-time, real-time data
- Real-time, real-time data
- Real-time, real-time data

**www.get1otc.com/kirby/soon**

**Kirby, we miss you!**

At Brasso Nissan we recognize the importance of our customer's relationship to us as your representative. We're sorry that we haven't been able to help you in the past year. We're committed to your success and we're excited to see you in person again. We're committed to your success and we're excited to see you in person again.

If you have not been back to us due to an unsatisfactory service experience, we would appreciate the opportunity to Brasso your business with us. We look forward to

Thank you,  
Bill Montgomery  
Service Manager

**Sample SUPER SUMMER SPECIAL**  
Includes oil and Filter Change, Tire Rotation, 22 Point Vehicle Safety Inspection

Kirby, book an appointment today!  
**\$39.95** valid until July 31st, 2008

**Sample PARTS SPECIAL 10% OFF**  
ALL OEM NISSAN BATTERIES  
AVAILABLE FOR ALL NISSAN CARS AND TRUCKS  
PARTS DEPT. 403-553-5555

Brasso Nissan  
192 Glenview Circle  
Caledonia, ON  
727-256-44  
403-553-5555

**Sample 100 DAYS OF GRACE ON EVERY TRUCK, CAR AND SUV.**

2008 Nissan Altima Sedan 2.5S  
2008 Nissan Versa  
2008 Nissan Rogue

**Kirby, Hurry In! Sale Ends June 30th!**

For a limited time if you purchase a new vehicle from Brasso Nissan, Finance your payment for 100 days! Plus Brasso Nissan is able to offer "unlimited" driving with rates as low as 0%. This can mean you'll save \$2000 on the low end or \$2000 per month! There's no limit to how many payments you can make on the deal. Finance a 2008 Nissan for as little as \$199 per month with 0% down. Check out the numbers and see how much you can save on your vehicle today! Payment your way by financing or leasing through Brasso Nissan.

- No finance payments until September
- Finance rates starting at 0% up to 60 months and 1.9% for 72 months
- No charge \$2000 Canadian Extra package on Altima 2.5S
- New lease residuals could represent a lower payment than you have now

Brasso Nissan  
192 Glenview Circle  
Caledonia, ON  
727-256-44  
403-553-5555

dealer personnel holding various levels of management responsibility at approximately 150 dealerships in Canada. On average, three pieces were sent to each dealership targeting different functions, including Sales Managers, General Managers and Dealer Principals. Each of these people would receive a package tailored to their ability to influence a purchasing decision. The campaign was to be presented in English and French languages.

To be successful, the campaign had to introduce OTC Systems and its services to each dealer and give specific samples of how an actual direct mail campaign they could create online would look and function.

### **An All-Encompassing Campaign**

The development of this campaign called for OTC Systems to use of everything in their creative and technical arsenal, including the use of multiple targeted images, pURLs, emails and complex data driven graphics and text. Time to deployment was an important factor. OTC recognized and reacted to a specific market condition and deployed this multi-faceted campaign in under five days, from conception to fulfillment.

First, OTC used their platform to parse through a database and identify approximately 1000 viable dealer contacts, based on pre-determined criteria. The data would also need to be run through OTC's address verification API to qualify for enhanced postal rates. With their data in place and sorted, OTC used Pageflex in combination with their in-house developed software to create the campaign.

The printed component of the campaign used a new direct mail format made possible by the Kern EasyMailer. The EasyMailer uses a standard 8.5 x 11 piece of paper to wrap around up to 3 tri-folded inserts to create a custom envelope. This format eliminates the logistics in matching versioned envelopes to sensitive internal documents and allows for customization of the envelope. After test driving the software which was offered with the EasyMailer, OTC decided to go back to their robust Pageflex based system.

Targeted imagery was also used throughout the piece to create emotion. Using DirectSmile technology, OTC created their own targeted images that were relevant to each recipient. Most images included the recipients' first or last name and sometimes the dealer name. It was essential that the artwork created adhere to the recently popularized theory of "The Uncanny Valley." The theory tries to define a human's subconscious reaction to images or animations and their likeness to reality.

Every page of the direct mail piece was customized to each recipient depending on the recipient's decision making abilities. Because of the diverse target group, each piece had 19 static image variables, 13 custom DirectSmile images, three separate interactive pURLs and numerous text variables. To accomplish this level of personalization, OTC made vast use of Pageflex text flexing capabilities to accommodate for the various messages.

Each sample campaign illustrated in the direct mail piece was replicated online as to allow the dealer to create their own program for themselves. A dealer would visit their main pURL, where he or she would be presented with multiple templates, complete with their dealer's information and manufacturers' creative assets pre-programmed. The user could make changes to the layout, and copy, proof online and automatically send a pdf proof to multiple email recipients if they chose. Within this created proof, to show the dealer what his or her client might see when they logged in to their own pURL, OTC created versioned pURLs on the fly that were instantly accessible to the dealer to preview.

While working within the retail automotive environment, OTC quickly learned that timelines are very tight. Dealers typically plan their advertising and marketing budgets around monthly programs released from their respective manufacturers on or about the first of the month. In order to take maximum advantage of monthly selling days, a typical campaign may be created, printed and in the mail stream in under 24 hours, with an average being around eight hours. By using OTC's Pageflex based platform, dealers are able to launch rich cross-media campaigns within

hours of learning the direction set forth by the manufacturer.

### **Challenges Faced**

The complexity of the campaign presented several challenges for OTC.

#### **File Size**

First, the team at OTC had to program a solution to handle the massive (8.5 x 11 inch) jpegs that were created with the DirectSmile images. The total campaign file size was over 500 GB before optimization for each of the campaign segments.

#### **RIP Times**

RIP times for projects this complex can be a significant issue. OTC has tried various formats throughout the years, finally settling on optimized PDF.

As their campaigns grew in complexity and size, OTC migrated to an HP environment. They found the multiple RIPs offered in the HP workflow cut their RIP time considerably. Utilizing eight concurrent HP RIP engines, this campaign had an average time of 15 minutes per 150 records, as opposed to hours with their previous solution.

#### **Multiple pURLs**

This campaign needed to use three separate pURLs. The first pURL was designed to let the dealer to interact with OTC from a sales perspective. The other two pURLs were provided as samples, highlighting a potential dealer's sales and service campaign. All three had to have the ability to self-register, either manually from a form, or from a database. OTC developed a solution to enable each pURL to be created, deployed and tracked through their Campaign Manager Dashboard.

Tracking was essential, and each pURL response was tied into a near-real time reporting system via an OTC BlackBerry application.

#### **Results**

The program was spread across a large geographical area to allow for stepped delivery, allowing precise follow-up by OTC's sales team. By educating dealers on the power of using targeted mailings such as what they received, the sales team took advantage of the over 23% response rate, which is just slightly higher than their final conversion rate.