

CASE STUDY

 **Huntington**



Huntington National Bank direct mail program increases speed to market by 200% and reduces costs by 30%.



The right investment.

THE PROBLEM :

Huntington National Bank (HNB), which operates over 1,000 banking offices primarily in the US Midwest, required optimization assistance with their large-scale direct mail program. Although they had an extensive reach with 60 million pieces per year, the program was underperforming and resulting in a significant annual marketing investment with little return.



THE SOLUTION :

The Baesman team decided to implement a full-scale audit of their direct mail program and test different letter formats in various markets. We recommended that they increase personalization tactics by using variable data printing (VDP). Using our technology, HNB is now able to print variable color images and text on both sides of their mailers. Lastly, we tested the size of the letter package envelopes and the letter stock weight to maximize cost efficiencies while increasing speed to market and decreasing postage/other mailing fees by utilizing VDP methods.



THE RESULT :

By decreasing mailing versions and increasing personalization, HNB was able to speed up their mailing cycle from 6 weeks to 3 weeks. HNB also saved 30% of its overall costs by reducing printing, material, and postage costs. Finally, they saw higher response rates as a result of personalization tactics and increased open rates.

- Increased speed to market by 200%
- Decreased overall costs by 30%
- Increased response rates for better overall ROI

