

**Case Study: Trading Up to Higher Response Rates**  
**Provider: PODi Reports**

A personalized mailer prompted 22% of recipients to upgrade their older equipment—an increase of 20% over static mailings.

**Project:**

Cellcom Rings up New Business with Variable Data Marketing Campaign

Vertical Market: Telecommunications

Business Application: Direct Marketing/Traffic Generation

**Cellcom**, a regional telecommunications company in Wisconsin, wanted to inspire customers with older cell phones to upgrade their equipment so the company could avoid fines from the FCC. A personalized postcard mailer prompted 22% of recipients to trade up—a full 20% increase in response rates compared to previous static mailings.

**Program Objectives**

- Encourage Cellcom customers with older cell phones to upgrade to newer ones.

**Significant Results Reported by User**

- 22% response rate to variable mailers, compared to a 2% response rate to previous static mailers.

**Description**

Cellcom has hundreds of customers with older cell phones, ones that were not compliant with the 911 emergency response system specifications. Within months, the Federal Communications Commission was going to start charging Cellcom fines for every cell phone account in carried that was not in compliance.

The company tried various marketing methods for a year and a half to motivate customers with these older phones to upgrade to newer ones. The response to static direct mail pieces and other attempts had been no more than 2%. The company was ready to try something new.

Scott Eastman, Vice President of Relevant Marketing for Mosaic Direct, a division of Seaway Printing, explains that Cellcom didn't have much data to use in a variable data printing campaign, but he encouraged the company to try using the data they had on hand. For example, he would have liked to included the type of phone each recipient had but settled for mentioning the names of older phones.

The full color postcards had a fun theme and an attractive, eye-catching design. Each was customized with the customer's name in a headline on the front of the card and a gift certificate with the customer's name and an offer on the back.

This campaign brought 22% of the 1, 149 recipients into a Cellcom store to upgrade their phones. Cellcom was so impressed by the results that Seaway has carried out five more similar campaigns for the company since the initial one in June 2006 and the average response for all five was 21%.

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Client: Cellcom

Cellcom is the largest locally owned and operated telecommunications service provider in Northeastern Wisconsin and has annual revenue of \$81 million and 176,000 customers.

Target Audience: Existing customers with older cell phones

Distribution: 1,149

Date: June 2006