

Excellent

Noosh Customer Survey Results

Leveraging the Noosh Content Marketing Platform for direct mail: a review of customer best practices

SURVEY





The Noosh Content Marketing Platform is an excellent solution for enterprises looking to streamline development of their direct mail programs.

For over 15 years, Noosh has streamlined the execution of Content Marketing strategies for major enterprises, and the company is now the dominant provider of a cloud-based

Content Marketing Platform. Marketers who use Noosh are able to deliver Content Marketing projects at more competitive prices, in less time, and with higher quality.

PARTICIPATING COMPANIES

Several large Noosh direct mail customers were surveyed to gauge the results they have experienced from using the Noosh platform and the improved processes that it enables. These companies included the marketing divisions of a major newspaper, a major financial services firm, a large telecommunications provider, and a mid-sized regional real estate management company.

Strategic objectives shared among the four companies included:

- Grow profitable revenue with better targeting and higher direct mail response rates.
- Reduce lead time to produce and deliver direct mail pieces and other printed materials, including collateral and point-of-sale displays.

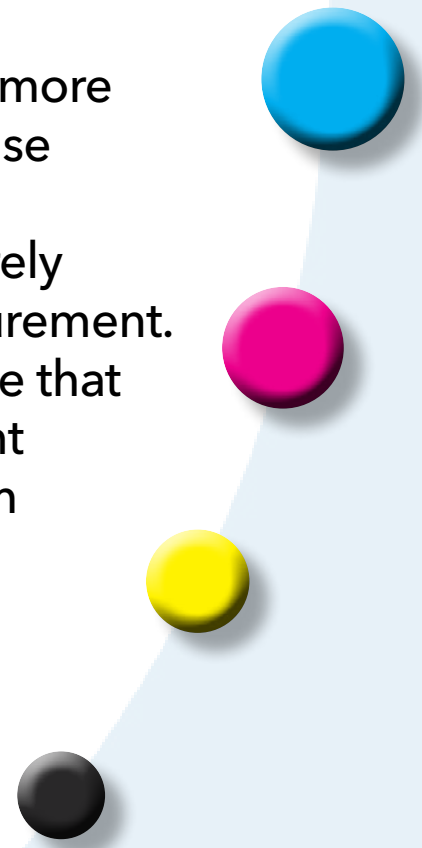
- Lower mailing costs through better collaboration, streamlined management, and efficient scheduling.
- Increase visibility, predictability, and management of overall costs for printed direct mail components and lettershop services.

WHY NOOSH?

Marketers in many business sectors are seeing the benefits of tightly targeted marketing with telephone and email campaigns. But logistical challenges have made it difficult and expensive to broadly scale targeted direct mail campaigns. With Noosh's web-based platform, organizations can manage all the elements of a multi-component direct mail project, from concept to completion, in one place.

Noosh eliminates the need to coordinate information from multiple, and often disparate systems.

Noosh-managed targeted mail campaigns are more efficient, and often more effective. That's because Noosh streamlines versioning, consolidates production control, tracks schedules, and securely manages supplier services & component procurement. All participants share a single program schedule that contains solicitation specifications and pertinent data in a common system of record. This system then tracks all changes made across the supply chain, greatly improving communication and reducing errors.



BUSINESS IMPACT

The Noosh customers studied consisted of a savvy group of direct mail marketing veterans.

One prominent company saved 27 percent of its print spend in the first year of using the Noosh system and continued buying direct mail printing and services at about 10 percent below market averages, due to the efficiencies enabled by Noosh.

The second firm experienced a 10 percent increase in procurement productivity.

A third company handled increased volume and assumed responsibility for commercial print procurement enterprise-wide, even as staff sizes were reduced and individuals became more productive.

All of the companies reported a dramatic improvement in quality, flexibility, and timeliness of the direct mail processes, which are now more consistent enterprise-wide, with an enhanced end-to-end accountability and visibility. Business units that used Noosh stopped virtually all purchases of above-market price printing, which had been occurring frequently at some large companies.

For one of Noosh's largest global customers, a major issue was around visibility, and a focus on making strategic decisions based on exactly where expenditures were being made. With the Noosh platform, they now break

down their spend, not into just how much they spend, but also a detailed analysis of how much is spent on data processing, sorting, and postage costs. This enables them to make subtle adjustments in different operational areas to suppress costs & inefficiencies which, for a multi-billion dollar company with a \$50 million dollar direct mail budget, translated into millions of dollars in savings over a calendar year.

Noosh is also helping customers improve visibility and supply chain efficiency by allowing them to delegate creative control to their agencies for more impactful results, and then having the procurement done by company employees who are better able to watch and control printing costs. Using the Noosh platform, professionals are able to manage all of the granular details of a mass mailing without any interruption of work flow.



Millions
in savings

10%
Increase
in procurement
productivity

27%
Saved in print
spend in the
first year



ENTERPRISE INNOVATION

Having gained control of print procurement, Noosh customers are moving to exploit these advantages by designing projects for least-cost printing and direct mail, and combining print orders to secure better discounts.

Companies are using Noosh to address effectiveness by thoroughly testing offers before mass mailing. One company tests nine variations (three messages in three formats) for each target, and then combines the pieces for mailing at the lowest available rates.

Noosh also enables agencies and printing companies to offer new services related to supply chain management for their larger, regular customers.

TECHNOLOGY GAINS

Prior to implementing the Noosh solution, large businesses were managing direct mail campaigns and complex printing projects with spreadsheets.

With millions of pieces, and hundreds of micro- zones or target cells, dozens of format combinations, and several iterations of creative and print variations, there was plenty of room for error.

Noosh customers have gained control of spending where it was out of control before. This is a welcome development considering today's requirements for more accurate audits.

SUCCESS FACTORS

Project strategy:

Highly targeted direct mail requires high levels of teamwork across organizational lines & among the disciplines of marketing, production, and finance. Executive support catalyzes initial participation by employees and suppliers.

Resources:

Large organizations with extensive budgets are taking advantage of Noosh's expertise in redesigning processes, data structures, and reports - and in integrating project management and procurement management with ERP and other business systems.

Skills:

Training for employees and suppliers should be focused on using Noosh not in isolation, but in the context of new processes and operational procedures.

Fit:

The Noosh platform is an excellent solution for large and mid-cap companies who want to improve their efficiencies to reduce direct mail costs, and improve the ROI of direct mail, collateral, and printed point-of-sale materials.



noosh

CONTACT US

625 Ellis Street, Suite 300
Mountain View, CA 94043

t 888 286 6674
650 637 6000

f 650 965 1377
sales@noosh.com

Noosh.com

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