

# DIRECT MARKETING

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THE ART & SCIENCE OF PREDICTABLE MARKETING

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## FAST forward

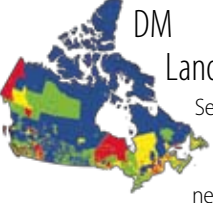


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Paul Allamby has always put people before profit.

## Neighbourhood marketing takes hold

### ViciMap adds new dimension to personalized direct mail



Credit: Gary Tannyan

**P**ersonalized marketing communications typically yield far better response rates than general, appeal-to-the-masses messages. Many enterprises and print organizations are well-poised to produce one-to-one documents thanks to mature workflow tools and sophisticated digital print devices.

Variable data imaging (VDI) transcends boundaries that segment the print industry. Specialty areas such as email campaigns, direct mail, and wide format digital print are all applying variable data to applicable jobs.

This concept is not new. One-to-one direct mail has been around for a long time but what has changed is the execution.

Where in the past the data was handled by one party while the printing happened somewhere else, more and more we're seeing everything brought under one roof.

Avant Imaging & Information Management (AIIM) in Aurora, Ontario has been offering their clients data-driven applications for the last seven years.

"In order to really make it work we've had to put the infrastructure in place to manage data," says CEO and Chairman Mario Giorgio. "We've brought in people who know what to do with data and we've put systems in place to protect the data."

This "pre-media" department, says Giorgio, is vital.

"Trying to sell variable printing without

a pre-media department is like being a printer without a pre-press department."

So having all these personalized pieces done must cost a fortune, right? According to Giorgio, the cost of the actual production of a printed piece is the same for VDI as long as the printer has the digital printing capabilities.

"The extra expense is in the data," he says. "We need to take the data the customer gives us and turn it into a variable piece. And we do it all in-house."

But clients don't see it as an expensive proposition, he says. "In fact, most of them think it's a great deal. It's easy to measure and it allows them to talk to their customers on a one-to-one basis based on their profiles."

See Neighbourhood marketing... page 4

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Pat McGrew shows us how to make statements, bills, invoices and even packing slips work harder.

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**DIRECT** MARKETING 





## editor's letter *Time to pull up our socks*

Amy Bostock

The recent earthquake in Haiti has people around the world scrambling to offer help to the devastated population. From government assistance to large corporate contributions to individuals giving \$20, the world has come together to offer their support.

Figures released by Statistics Canada in November show that the number of Canadians whose tax returns reported charitable giving went up by 1.7 per cent in 2008 to almost 5.8 million.

Now for the bad news - Canadians donated \$8.19 billion to charities in 2008 — a 5.3 per cent drop from the previous year — as the recession led people to contribute a little less to good causes. It was the lowest annual donation figure since 2005's \$7.9 billion.

As part of our 2010 editorial mandate,

Direct Marketing has decided to feature a monthly Not For Profit/Fundraising column. This column will be an opportunity for Canadian charitable organizations to make their voices heard

on a range of topics that concern their industry. We kick things off in this issue with Harvey McKinnon Associates from Vancouver talking about the importance of legacy giving.

I met the folks at Harvey McKinnon

Associates during my recent trip to Vancouver for our first Regional Report of 2010. Apart from being a break from Toronto's -20 degree winter (Vancouver was a balmy 12 degrees), this trip was a great opportunity for

me to get a feel for Canada's west coast DM market. And with 12 interviews in two days I was certainly able to learn a lot. Make sure to check out our Vancouver Regional Report in next month's issue of DM to see how this B.C. city has cornered the market on relationship

management.

It's been a busy 2009 at Direct Marketing and for the DM industry in general so we decided to revisit the last year and give you a Year In Review feature. Check out our timeline of important news and event that helped shape the industry over the last year — as well as things that I just thought were cool.

Let's not forget that January is also our Statement as Marketing issue, with insightful articles from Gilmour Doculink and Pat McGrew to name a few. We're also bringing you big news from Thin Data as well as the second in a series of articles from Colin Tener on the challenges of leveraging database analytics.

We're looking forward to another great year here at Direct Marketing and hope you'll come along for the ride.

*Now for the bad news - Canadians donated \$8.19 billion to charities in 2008 — a 5.3 per cent drop from the previous year — as the recession led people to contribute a little less to good causes. It was the lowest annual donation figure since 2005's \$7.9 billion*



## directives

Laurene Cihosky

### Back to basics – planning for a profitable 2010

customers we need to profitably acquire new ones.

One of the things that I admire most about Direct Marketers is their desire to always improve. They are not content with the status quo even when they are at their peak. So when times are tight, they really get resourceful and look for new ways to do old things even better.

The best place to start is by getting back to basics.

Targeting has always been a direct marketer's forte, and we are seeing a return to, as one of my colleagues calls it, "Surgical Marketing". Our most successful Canada Post customers are direct marketers who are focused and use precision targeting to their advantage. Even when they use the most mass of all mail vehicles — Unaddressed Admail — they are successful and improving their performance by using geospatial targeting tools such as GeoPost PlusTM.

And while we are seeing a move to more targeted communications, we have noticed a move away from basic data hygiene practices. We estimate that more than 140 million pieces of mail are incorrectly addressed each year. This represents a huge expense to us all, not to mention the lost revenue opportunity for mailers. See the sidebar for Top 12 data best practices. Because cleaner data = better ROI.

Another best practice we seemed to have moved away from is testing. Please excuse me while I get on my soapbox for a

moment here, but I just can't say it

see **Back to basics...** page 7

## Top 12 data best practices

Help reduce your impact on the environment and improve the bottom line with these best practices, provided by Canada Post.

### Data management

1. Clean your internal database regularly for incorrect or missing fields.
2. Validate address accuracy when entering customer information into your system.
3. Update address information at each customer touch point.
4. Make it easy for customers to update you when they move.
5. Create in-house preference and suppression files

### Data hygiene

6. Use certified address accuracy software with each mailing.
7. Apply merge/purge rules to reduce duplicates.
8. Use the CMA "Do Not Mail" file and internal suppression files.
9. Apply the National Change of Address (NCOA) file to update movers
10. Use Return Postage Guaranteed as part of a regular data cleansing program

### Targeting

11. Be as refined as possible in audience selection to ensure that your mailing is relevant to the recipient.
12. Before renting an external list, make sure you know when it was updated.

coming in the February issue of *Direct Marketing*

### Giving through the phone

A look at how mobile technology has opened up a whole new channel for charitable giving.

### Vancouver Regional Report

Our first Regional Report takes us to the west coast of Canada to see how Vancouver-area direct marketers have cornered the market on relationship management.

### Searching for a needle in a haystack

Dan McKenzie of SAS Canada tells us how to find out what your customers really think about you..

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**Neighbourhood marketing... from COVER**

Many companies are replacing traditional telemarketing campaigns with VDI pieces and according to Giorgio are seeing results that are up to 41 per cent better.

Another big expense in the VDI game is security. AIMM has spent a lot of money in their IT department setting up firewalls so that their clients' data is protected. If you don't, says Giorgio, clients aren't going to trust you with their valuable data.

"We actually have our infrastructure audited once a year to ensure that the best security is in place."

You'd be hard-pressed to find anyone who hasn't received a personalized direct mail piece in their box. One-to-one marketing has gained popularity across all industries from automotive to financial, telecommunications to pharmaceuticals.

And as competition for consumer dollars continues to grow, marketers are having to be more creative with their pieces.

**VDI – the next generation**

AIMM has recently brought personalization to the next level with the introduction of ViciMap, a patent-pending mapping application that allows marketers to use fully dynamic maps variably printed in colour onto direct mail pieces showing their location to their customers.

Of course having a map on a direct mail piece is nothing new but this innovative application offers the ability to dynamically vary the points of interest that appear on the map for each individual recipient. Points of interest include location addresses, logos or offers and are displayed as legends on the map.

"The application is based on a concept called neighbourhood marketing," says Giorgio. "We wrote the software which allows our clients to set the parameters on the map to make sure it has the optimal impact on the recipient."

*"Trying to sell variable printing without a pre-media department is like being a printer without a pre-press department."*

Tracking is king and applications such as personalized URLs (PURLs) are being added to direct mail pieces to allow companies to monitor the behaviour of their consumers.

"Things like PURLs are very powerful tools," says Kevin Poole, Senior Imaging Specialist at AIMM. "It allows us to track the behaviour of the people who get the DM pieces and see how many steps they took into the website."

For example, a campaign can allow Company A to send out personalized direct mail pieces featuring a map of the recipient's neighbourhood. The recipient's address is marked with a star and the closest Company A locations are also marked, thus allowing consumers to find the most convenient places to shop.

Because the application is 100 per cent data driven, the ROI to the campaign and



From left: Mario Giorgio, CEO & Chairman; Kevin Poole, Senior Imaging Specialist; Frank Giorgio, President.

supporting sponsors (or merchants) is measurable. Data is provided at the card-holder level and following the campaign

the application back-feeds the card holder data and the associated sponsor data with that card holder.

This information, when combined with purchase data, can provide reporting of the purchasing activity at the sponsor's specific locations – thereby measuring the return on the campaign. When combined with an offer, again specific to the sponsor and recipient, the returns are projected to be significant since the sponsors rendered can be based on buying patterns of the individual recipient.

In order to make the application work, AIMM entered into an agreement with MapQuest and purchased their one million maps.

"Our software goes to their API and based on the info we provide from our program, it will supply the map that we need," says Poole. **DM**

# Creating Ripples and making waves

## Agency has found recipe for success

**W**hen LoyaltyOne President Bryan Pearson decided to turn the AIR MILES Reward Program's in-house creative agency into an independent business, let it loose on the marketplace, and give it the edgy name Direct Antidote, he probably didn't expect to create such a fast-acting elixir for success.

Since its 2007 inception, the loyalty agency that specializes in creative campaigns has hauled in awards and challenged existing standards on its way to making a name for itself and establishing an independent identity in the creative segment of Canada's direct marketing industry.

In its signature 2009 achievement, Direct Antidote captured the Canadian Marketing Association's CMA Award Statue Redesign Contest. Direct Antidote's winning submission, the "Ripple Award," made its official debut November 27 at the CMA Awards Show, where it was given to the winners in various categories for marketing excellence and innovation.

Announcing the selection of Direct Antidote's design, CMA President John Gustavson said his association had challenged applicants to create a fresh look for the award that would serve as the new iconic representation of Canadian marketing excellence.

Past winners of CMA awards read as a veritable Who's Who of marketing personnel and agencies, coupled with some of the world's most recognizable brands. With that history in mind, Direct Antidote President Di Cullen fittingly said her agency's Ripple theme represents "those big ideas that send waves across all channels, influence change in consumer behaviour and reshape the industry."

In all, it was a busy year for Direct Antidote awards-wise. The agency also captured the National Association of Major Mail Users' premier honor – the All Star Team award for campaign strategy, creative copy and production; two Echo finalists from the U.S. Direct Marketing Association; a Gold Sherpa from MarketingSherpa and a Canadian

Agencies Practicing Marketing Activation PROMO Bronze.

Continuing the theme of big ideas that send waves and reshape the industry, Cullen released U.S. and Canadian survey results in August showing that loyalty marketers are falling far short of

meeting consumers' expectations in terms of receiving relevant, personalized messaging in mailed statements, email offers and social network messages.

In Canada, just 24% of consumers rated reward program communications 8 or higher on a 1 to 10 scale for measuring

relevancy to their personal needs – with 76% giving a mediocre score of 7 or below.

"Not all consumers are created equal, but many marketers continue to treat them as if they are," said Cullen in a rather candid assessment of the lesson to be learned from the data. The survey results and Cullen's insights were widely reported in the media, and Cullen penned by-line articles about the research that appeared in two influential U.S. trade publications, Promo magazine and DM News magazine.

Cullen, who affectionately refers to her team of 90 professionals as "Dotes," rarely passes on the opportunity to talk about the virtues of data-driven insights and communications. Looking ahead to 2010, she said hunkering down is exactly the wrong strategy.

"The 'antidote' to the ever-changing economy is focusing on high-value, high-potential customers, recognizing the signs that a customers is about to leave, and partnering on marketing to save money," she said.

*"The 'antidote' to the ever-changing economy is focusing on high-value, high-potential customers, recognizing the signs that a customers is about to leave, and partnering on marketing to save money."*



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# Analytics: An unfulfilled promise?

The second in a series on the challenges of leveraging database analytics

**I**n trying to decipher why analytics has not always made the inroads some think it should, it is a good idea to start with some perspective of the issues and challenges that organizations meet every day.

Let's face it – the reality is that Marketing is not always top of mind in an organization just as analytics is not always top of mind in Marketing. There are a lot of competing requirements for resources and time. If the credit crunch means that the bank is about to pull your funding, it's unlikely that the Executive suite is going to get too excited about the latest analytical technique (if they ever do). If there are quality issues with your product, your competitor is about to launch a killer app that will change the face of your industry or the phone just rang and 60 Minutes wants to talk to you, then marketing analytics just won't be that important.

Most CEO's lie awake at night wondering about two things: how can they increase the share price and is there anything going on in the industry or within their organization that threatens the company's very survival? Everything else pales by comparison. If your particular skill set doesn't readily address those questions, it will be hard to get Executive level attention.

Nor are the challenges facing analytics limited to the Executive suite alone.

There is no doubt that some organizations just don't want to become more analytical and never will, even if they have the capability to do so. Some want to go on blissfully doing what they've always done.

I recently watched Stanley Kubrick's Full Metal Jacket and noticed something I hadn't before. Those of you who have watched the movie may recall the scene in the Editorial meeting where the reporters for the army newspaper are going over their rather mundane stories and assignments. Meanwhile, the North Vietnamese are about to launch the Tet offensive that will take the Americans and South Vietnamese completely by surprise. Right behind the newspaper editor is a large banner that reads: "We will defend to the death our right to be misinformed". In the context of the movie that might be called dark comedy. But on more than one occasion we have witnessed organizations who simply didn't want to know what was happening in their customer base, even as their competitors were about to bear down on them.

Another factor that can impede the

adoption or spread of analytics is culture. Many organizations still suffer from a "that's the way we've always done it" mind-set. If the history or culture of an organization punishes failure instead of rewarding initiative and experimentation it is going to be very hard to get managers to take a chance on something new. Test and Control will sound like a career limiting idea, not a fundamental way of improving the business.

And let's not forget "If it ain't broke don't fix it". Regardless of what many economists and management consultants may think, most people don't try to maximize results. Instead, they take small risks and accept modest successes. Most people just want to go home at 5 o'clock and don't want to rock the boat.

So is the battle to get more analytical lost before it even starts? No. Sure there are obstacles and corporate inertia. But there is still hope. Many organizations have adopted a more holistic approach to analytics and the pay-off has been substantial.

No one is suggesting that analytics is a silver bullet that will turn everything into sweetness and light (except maybe some software vendors). But to the extent that competition is a game of inches, anything that can move the needle ought to be part of a company's tool-kit. So, just as marketers must find a way to cut through the media clutter, so too must they make their case for resources against a cacophony of competing requests from other parts of the organization.

All this suggests that responsibility for moving the organization down the analytical road falls to those who believe in it. The answer isn't to give up, but to take charge. Pick your battles carefully and marshal your resources so that, when the time comes, you can make a cogent case for new analytical resources or methodologies.

Much of the task of getting more analytics into an organization falls to the analysts themselves. In our next instalment we'll explore some of the things that will help analysts make the case for their craft. **DM**

*Colin Tener is V.P. Business Development for CVM Marketing Inc., a consulting practice that focuses on the art and science of identifying which customers represent the greatest potential value to your organization and then helping to realize that potential. He can be reached at (416) 572-7682 or colin.tener@cvmkt.com.*

# Text mining

The new data mining frontier *By Richard Boire*

## Traditional type data mining

Most experienced data mining and analytics practitioners have valuable expertise in the ability to mine data in the more traditional manner where data occurs within a structured format. A structured format means that the actual records themselves represent rows while the information that is used for data mining resides in columns.

Records represent the level of detail on how information is being captured. For example, records can be at the customer level, transaction level, promotion level or at any level where information is being captured. Meanwhile columns can be thought of as variables which depict a certain piece of information pertaining to that record. Listed below are examples of some structured data formats.

**a**

Customer No.	Household Size	Postal Code	Income
0001	3	L1A3V1	125000
0002	2	M5S2G1	30000
003	1	H4B2E5	40000

Transaction No.	Date	Amount	Product Type
000001	July 15/2009	100	A
00002	Oct. 1/2009	75	A
00003	Sept 15/2009	200	C

Here in example (a), we have a customer file and a transaction file. In the customer file, individual customers are the rows while customer no, household size, postal code, and income represent the variables or columns. In the transaction file, individual transactions are the rows while transaction no, date, amount, and product type represent the variables or columns. This structured approach provides great flexibility when it comes to data manipulation or the ability to derive new information from source information. For data miners, this is a critical capability since previous articles have discussed the notion of how most of the information in a data mining project is derived.

## Text mining examples

However, more recent advancements within the data mining field now focus on the notion of text mining. Text mining is similar to the standard discipline of data mining as a knowledge discovery process except in text mining the analyst deals with unstructured data as opposed to structured data. Unstructured data is textual type data such as email, phone conversations, open-ended responses to surveys, as well as conversations within various social media applications. Listed below is a very simple example of what an unstructured format might look like.

**b**

Customer No.	Email
0001	I really like the RRSP product and will continue to invest every year. However, the level of service is sub-standard and I will be looking at other companies. But it will be difficult since I have so many products with this institution.
0002	I wish this company would be more proactive in offering me products and services that truly meet my needs. The customer service people are great and are simply doing their job. But the company is clearly not thinking of my real needs.
0003	The level of service is outstanding and I am extremely interested in hearing about all your products and services. Could you send me more information on them?

In example (b), we have three customers who have each sent one email back to the company. The data mining approach here would be to analyze the information listed under the column heading entitled Email. Here the analyst would be left with the task of trying to derive information from the Email column. But how? Can the analyst create binary or yes/no type variables based on some condition, create change type variables, or mathematically derived variables such as mean, standard deviation, median, etc.

For example, in the structured world, based on the postal code field of where a person lives, I can easily create a yes/no variable based on whether or not the person lives in Quebec. In the unstructured world, the challenge is how to derive new variables amongst a series of sentences. But the critical point to remember is that there is information from this text which can and should be used. The process of using this information by creating variables from unstructured data is not necessarily more complex than the world of creating variables within the structured world. It is just different as this discipline requires an approach as well as various types of tools when trying to create meaningful information and insights. But what does this really mean?

## The text mining process

The first step in trying to mine unstructured text data is to perform some cleanup or data hygiene. This would consist of being able to eliminate text that really provides no information. Examples of this include punctuation such as period, comma, etc. as well as prepositions such as the, of, and, etc., and pronouns such as she, he, etc. Looking at the above example, data hygiene techniques might parse and reduce the above 3 emails to the following:

**c**

Customer No.	Email
0001	really like RRSP product continue invest every year level service sub-standard looking other companies difficult have many products institution
0002	wish company proactive offering products services meet needs customer service people are great are doing job company clearly not thinking real needs
0003	level service is outstanding am extremely interested hearing products services send information

From example (c), we have attempted to extract only the key information that we need in order to develop some meaningful information.

The next step is to perform a frequency distribution on all the keywords that remained from the data hygiene process. In this step we begin to obtain our first glimpse of meaningful information in

terms of how often certain words occur. Let's go back to our example and take a look at what this might look like after a simple frequency distribution.

From the information in example (d), we can start to surmise that discussion amongst this very small sample of 3 customers focuses on product, services, company, needs and level.

But this is still too premature to give us any concrete insight as we still need to conduct the next and arguably trickiest stage of the process.

This third stage of the process attempts to find relationships between these words and ultimately phrases that seem most prominent in the text. The linking of words together and creation of common phrases represents the real selling feature for most vendor companies that sell text mining software. This is particularly the case for text mining vendors that are selling to the government who may be to trying to analyze phone conversations in order to identify criminal activity. Two of the more common techniques that could be employed are correlation analysis (keyword analysis) and cluster or K-means analysis. Correlation analysis is used to find groups of words that appear together most frequently. Meanwhile, K-means or cluster analysis attempts to find phrases or groups of words that appear as common themes. At the same time, the clustering is attempting to identify groups of themes which are very different from each other. One can see that this is somewhat analogous to the traditional use of clustering which attempts to create customer segments where customers within a segment have similar behaviours and demographics while the customer segments themselves are very different from each other. In our three record case, some emerging themes might be:

- Wide Range of Products and Services
- Need For Information
- Service Levels

## Sentiment analysis

But even as we identified the three common themes that seem to emerge

*See Text Mining cont'd page 7*



## Text Mining from page 6

from these records, the notion of how the customer feels or the sentiment that he or she is trying to convey is certainly not displayed amongst the three themes. The ability to express the sentiment or emotion of the statement often referred to as sentiment analysis is an area of extensive research within the text mining discipline. In fact, one could have statements such as:

d

Words	Frequency
Products	3
Service	3
Company	2
Level	2
Needs	2
Services	2
RRSP	1
Am	1
Are	1
Clearly	1
companies	1

1. I am really going to like this company now that they have cut services and it takes me longer to get through to a live agent
2. I am really going to like this company now they have invested in new customer service software and hired another 1,000 agents

One can see from both statements that the first statement is sarcastic and expresses a negative sentiment while the second statement appears to be quite positive given the company's investment in resources related to services. The ability to detect the specific sentiment in each above statement can easily be picked up by the human brain based on our understanding of language. But it becomes much trickier to design software that can detect these sentiments. In fact, you might have two statements which both state 'I really like your company'. Yet, the tone of how these statements are uttered would dictate the type of sentiment. Text mining tools might never pick up these differences regarding tonality, yet an offshoot of text mining called speech analytics, which analyzes unstructured data but in voice form, might indeed have this capability. Analyzing sentiment within voice type data is also being extensively explored amongst speech analytics vendors.

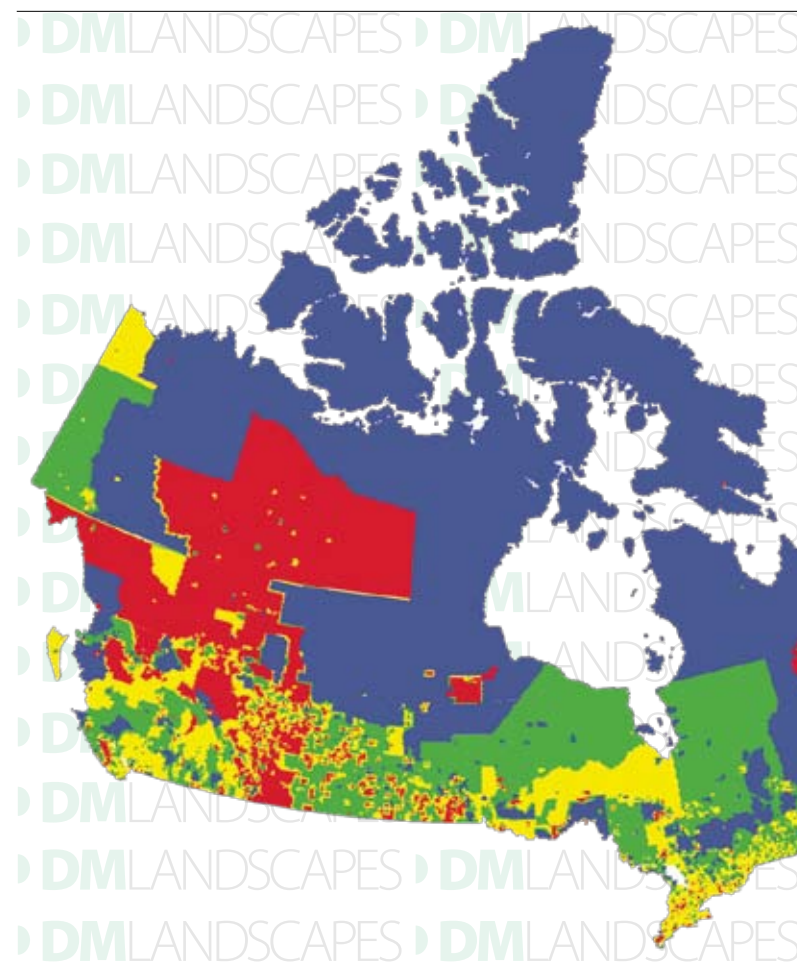
## The marketing interest

The interest to marketers in using this information is that it represents another level of customer engagement which can be analyzed for marketing purposes. Despite the unstructured format, meaningful insights and intelligence can be determined by being able to classify customers into theme categories based on their individual discussions. Besides theme classification, more advanced use of these tools can allow marketers to classify customers based on sentiment (negative, positive, neutral).

The next article will get into more details on how marketers might use this information for marketing purposes. **DM**

# DMLANDSCAPES

## E-Banking Canadians



### Share of Canadians who bank using the Internet, telephone or pre-authorized bill payment, compared to the national average of 49 percent (index=100)

- Digital Depositors (high index: >110)
- Gearing Up (above-average index: 100-110)
- Leisurely Adopters (below-average index: 90-100)
- Cheque Writers (low index <90)

Sources: Environics Analytics 2009, based on PRIZMC2 and PMB.

Canadians are enthusiastically embracing new banking technology. According to Environics Analytics (EA) and Print Measurement Bureau (PMB), nearly half the populace has written off using paper cheques in favour of banking online, by phone, or through pre-authorized bill payment. Many prefer the speed and convenience of banking electronically to writing cheques and visiting their local branch. While the average user might think "e-banking" is the latest rage, industry insiders consider electronic banking to reflect a mature sector—and competition for customers is fierce.

Demographically, electronic banking's biggest fans constitute an unusual coalition. While conventional wisdom suggests that young, educated and affluent consumers are more likely to adopt new technology, consumers of all ages and socioeconomics have adopted electronic banking. An analysis using EA's segmentation system PRIZMC2 linked to PMB shows a broad range of high-scoring segments, including God's Country (upscale, middle-aged exurban couples and families), Les Chics (sophisticated, urban Québec couples and singles), Suburban Rows (younger, thriving immigrant families) and Lunch at Tim's (lower-middle-class, mature and young in industrial communities).

As shown in this map from EA, electronic banking enthusiasts are spread across most provinces but are particularly prevalent in the Western provinces where there are fewer brick and mortar branches to serve customers. According to

PRIZMC2, progressive banking consumers can be found in urban neighbourhoods and exurban towns; they're suburban anglophone families as well as small-town francophone couples. Despite this wide-ranging demographic profile, electronic banking devotees embrace several of the same activities. Many enjoy outdoor pursuits like golfing, skiing and boating, as well as nightlife venues like the theatre and casinos. And a number look to financial services companies for buying stocks and bonds, managing their RRSPs and consulting with brokers.

Because this market is so well plugged in, they can be reached through a variety of media channels. They enjoy listening to jazz, reading business and entertainment magazines and watching TV programs on Bravo, A&E, MuchMusic and the W Network. But as tech sophisticates, many respond better to marketing via new media. A disproportionate number spend between 30 and 40 hours per week on the Internet, where they often buy books, clothing and airline tickets. And when they're not moving cash with their mobile phones, they're using their handsets for voice and text messaging, playing games and listening to music.

In this digital age, electronic banking has proven to be a "killer app" that changes the consumer experience. For financial services companies, it brings a broad consumer market to their virtual doorsteps, challenging their marketing teams to tailor promotion and product offerings to a wide variety of ages, lifestyles and values. But there's one point of view that unites these consumers: They all agree with the statement, "I am excited by the possibilities presented by new technologies." In fact, they're banking on them. **DM**

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enough. Test, test, test, test, test! If you are accountable for doing more with less, then you can't afford not to. Test as much as you can. Test offers and incentives, audiences, creative and channels. Test different media by audience and marketing objective.

Direct marketing has always meant extending "the right message with the right offer at the right time to the right customer" and these days I would add in the right channel. The consumer has the control and they have preferences for how they receive messages. We did a study last fall that demonstrated consumers and businesses have different media preferences for different types of messages. For example, e-mail is preferred for invitations to Webinars, and confirmation of purchases, while direct mail is preferred to communicate special offers or information about new products.

The study also showed that purchase intent increased by more than 300 per

cent by using a combination of Direct Mail and email. Our customers have tested it out and found similar results, not to mention the decrease in cost per

response. It's not about one channel over another, but rather the right mix to deliver the best return.

The Direct Marketers at Canada Post have been concentrating on helping our customers achieve and exceed

their marketing goals. So I am quite excited about a new product that we are launching this month that I think will help marketers in their quest to rebuild their

customer base. Acquisition Admail is an innovative new way for marketers to find prospects who are literally next door to their existing customers. This product accesses our database of more than 12 million Canadian addresses. Stay tuned

for more on this exciting new initiative.

A fresh start is always a good thing, and we have our discipline and history to help us navigate our way to success. While perhaps it sounds too simple, getting back to basics can help to reenergize existing activities. Rely on targeting, data hygiene practices and testing for new opportunities and efficiencies. Put yourself in the customer's shoes and consider what and how they would like to receive information from you. They too have had a tough year so put your best offer forward in as engaging a way as possible to win them over.

There has never been a more challenging, if not exciting, time to be a direct marketer. Here's wishing us all a very prosperous 2010. **DM**

Laurene Cihosky is Senior Vice-President, Direct Marketing, Advertising & Publishing Business at Canada Post Corporation.

*"One of the things that I admire most about Direct Marketers is their desire to always improve."*



# DIRECT & PERSONAL

by Billy Sharma

## Paul Allamby

He has always put people before profit.



**U**sually a great portion of my article is devoted to the accomplishments of the individuals that I interview.

But this time, I want to write about the caliber of the person that I have had the pleasure of meeting rather than what he has accomplished.

Don't get me wrong, Paul Allamby has a very illustrious career and has done a lot professionally. Currently he is Founder and Partner at Yew+Bamboo Inc. and a Senior Consultant at 36 Grundy Inc. Before that he was President at Padulo Integrated; President of Euro RSCG 4D; SVP Sales & Marketing at Toronto Blue Jays; held various positions at the VP level at Rogers AT&T Wireless (& Cantel); was a Senior consultant at BT Cellnet/02 and prior to that he was once again President and Partner at Padulo Integrated in 1995.

But it is what tested his mettle as a person while he was working for Rogers that really explains the kind of person I have come to know.

To go back to the beginning, Paul comes from a very humble family.

He reminisced, "I'm a renegade Cockney from East London. My first job was as a milkman's helper in Poplar, East London. When I was about 8 years old, my job was to pick up the empty milk bottles."

They were so poor his mother Pat, a single parent, picked up coal that had fallen off coal delivery trucks, and sold it door-to-door. She was an actress and an accomplished dancer who substituted for the big stars when it came to difficult dancing maneuvers, just like stuntmen who take over in perilous situations. But above all, she was a great mother who taught her children never to give up. She was a true optimist.

As a child Paul was quite small, so growing up in a tough neighbourhood he was often picked on and bullied by bigger kids.

The one person who always came to his rescue was his older sister, Dawn. She was barely four feet at that time but she was tough as nails. Every time Paul got beaten up, she would go after the kid who bullied him.

"She was my rock!" exclaimed Paul.

Paul found solace in his grandfather's big library, which was stacked with a variety of books that he could immerse himself in, especially the classics, Greek mythology, and Victorian writers such as Kingsley, Dickens and Thackeray.

"I started out aspiring to be a Silversmith but changed my mind when I found out it involved a seven year apprenticeship. By the time I got to Toronto, I had totally switched ambition

gears and was lucky enough to get into the English program at York. I had no thoughts of being a marketing guy back then – I just loved literature and language."

He soon settled here in Toronto and as you can tell from that résumé, he was very successful.

One day however, while working for Rogers he got a call from his mother in England. His older sister, Dawn, who worked in a hospital as a nurse, had been diagnosed with kidney failure. She needed a new kidney fast to survive. The family had looked at all possibilities among themselves but couldn't find a good match before they called Paul.

Without hesitation, Paul volunteered to donate his kidney. He approached his boss, Jeff Locke, and requested a leave of absence for an extended period of time, explaining his situation. Surprisingly, when Ted Rogers – who had a reputation for being a hardnosed businessman – found out, he asked Paul to immediately get in touch with his private physician to check everything out.

Paul flew to England for the kidney transplant, which did not go off 'swimmingly' as Paul stated. It took a long time to recover and the people back at Rogers, including Ted, Ted's physician and his boss Jeff, showed deep concern and checked in with Paul throughout the ordeal. He finally got better and claims that he feels healthier today for having donated an organ. He wishes more people would do the same to prevent the agony and suffering that people who desperately need organ transplants go through.

"We are the only species that can purposefully choose to give organs to each other. My gift allowed me to give something back to my sister, who did so much for me. I am in better shape than ever; I work-out now, have lost 30 lbs. and I feel great."

If there is one thing that Paul feels strongly about, it's the fact that all of Canada's major health organizations are in desperate need of organ donors. He wishes more people would sign their donor cards when renewing their driving licenses.

Back in Toronto Paul would often get calls from his sister saying, "Hi Paul, this is your left kidney. I want to talk to your right kidney."

He had made the ultimate donation—a gift of life. Paul is a great example of 'playing it forward' always giving back for the great opportunity he claims to have received from industry giants like David Taylor, Roger Logan, Jeff Locke at Rogers,

Kent Thexton at British Telecom, Steve Smith the brilliant VP of ticketing at Blue Jays and Rick Padulo.

Another, great example as he explained in his own words was, "attending my first DMA conference, it was a watershed moment for me – it provided a realization that Direct Marketing was a really BIG deal."

In his early days he was fortunate to work with Alan Brodeur at DMAT. Once again he volunteered but this time as a gofer. He would pick up people at the airport who came to speak at conferences and ferry them around. "It gave me the chance to meet some really amazing people – and it definitely accelerated my understanding of DM."

Although recognized by DMAT as the 'Past President's Choice Award Winner' in 2006 for his tireless contribution to the direct marketing industry, Paul humbly claims, "I've never seen myself as a DM specialist – I've just always felt that one-to-one marketing is the very best personal selling opportunity."

"Over the time that I've been in the business, I've had the chance to understand how important data is in direct marketing, especially when it's connected to something that has real relevance for the consumer."

"Some of my proudest moments were from the success of integrated campaigns with clients like CIBC and BMG. On the client-side we had great success at Rogers and at British Telecom with top-to-bottom campaign integration and tremendous response rates as a result."

"I love being involved in strategy and understanding the consumer. The level of sophistication that digital has developed around one-to-one marketing has added an important dimension to marketers' ability to develop dialogues with consumers."

"I'm fascinated with customer experience and with the opportunity to create a contact architecture that can shape and engage customers with brands."

*"I love it when 'the good guy' finishes first. There are some great people in this industry and I love it when they come out on top."*

"I had both joyous and terrifying moments. I remember once while working for the Blue Jays I got an earful from an 80-year-old woman who was mad that we'd fired Cito! My marketing VP (Peter Cosentino) explained to me that we were in the 'Passion Goods', not packaged goods business."

"The moment of truth for me was my first opening day; we'd sold out the ballpark and a glitch in a ticketing system created a massive line-up at the windows. I had to go out and address the crowd and work out a compromise to get people in."

"I've done so many different things: DM, advertising, branding – across a ton of sectors – financial services, CPG, retail, telecommunications and sports and entertainment. So I've had a lot of shifts but I've enjoyed the challenges."

"Happiness to me includes my three wonderful children and my wife, who has a perspective that is always interesting to me because she's a writer and playwright."

I've always had a real interest in Theatre, Opera and Art. I've been a member of the TSO, the ROM as well as Opera Atelier.

"Sadness is losing a good friend. When I started my first day at EURO I got a call from David Taylor's office. He and I were close friends – he had recommended me for the job – so I thought he was calling to wish me well on my first day. The call was

actually from Bill Kerr, his partner, telling me that David had died that morning.

"I've had to learn to create more balance between my personal and business life. Sometimes I put my career ahead of my family and that's something I've had regrets about – especially when I was at Rogers, when the pace of life really accelerated and I found myself cocooned and really inaccessible. I'd always found time for people and during that time I found it hard to be as involved in the direct marketing industry."

Paul has held advisory and board roles for Duke Of Edinburgh Awards, Jays Care, ChildFind Ontario, the Canadian Liver Foundation and Entertainment By Demand. Today he continues to volunteer as a member of the Marketing Advisory Board for George Brown City College and of the Marketing Advisory Board for York University.

As we concluded the interview Paul said, "I love it when 'the good guy' finishes first. There are some great people in this industry and I love it when they come out on top."

I couldn't agree with him more. **DM**

*Billy Sharma is president and creative director of Designers Inc., Toronto. He can be reached at 416-203-9787 or by email at: designersinc@sympatico.ca*



# Thindata 1:1

DM's exclusive interview with President, Chris Carder

**T**here has been a fascinating development in one of Canada's business pioneers.

Thindata, the company known as Canada's leader in email marketing has repositioned itself as Thindata 1:1.

In an exclusive DM interview, Chris Carder shared with us key details about the company's new direction and why it's poised to continue its trajectory of exponential growth.

**DM: For well over a decade ThinData has been known as the Canadian leader in email marketing. But, now you're going to market as Thindata 1:1. Can you begin by sharing with us, what exactly is Thindata 1:1?**

CC: Thindata 1:1 is the natural evolution of our position as the email authority. Over the years, our clients – which include many of Canada's most respected brands – have looked to us to help them successfully use email in establishing and sustaining profitable dialogues with their customers. Thindata 1:1 will continue to provide clients advice, technologies and tools for that purpose. On top of this, we now leverage a deeper understanding of the data that helps clients tap into predictive models and lifestyle analytics. We have also added the capacity to seamlessly execute online and offline marketing strategies. Finally, we have perfected technologies that will allow clients to reap the efficiencies and cost-advantages of marketing automation.

**DM: It's obvious that Thindata 1:1 is bringing additional skills to the table.**

**So, what are the new component parts of Thindata 1:1?**

CC: We've brought three very exciting skill sets to the table for our clients under the new Thindata 1:1 brand. We have combined the permission-based email marketing expertise of Thindata along with the group formerly known as Transcontinental Database Marketing which brings with it the ability to take all types of customer data and translate that into meaningful actions. At the same time, we have integrated technologies along with direct life-cycle marketing expertise from the Salt Lake City-based group formerly known as Rastar DM. This high-powered group of marketers has built an enviable track record of helping decentralized and geographically dispersed companies (e.g. franchisees, brokers and business networks) cost-effectively leverage variable print and online marketing.

**DM: Why is now the right time to this new approach?**

CC: There are four primary factors that make now the right time. One – We've been successful because we've always been committed to actively listening to clients. That's allowed us to anticipate and fulfill their needs. So, our direction has been in part influenced by what our clients have been asking us to do for them. Two – As leaders in database and email marketing we've also been monitoring and planning for North American business trends to ensure we maintain our leadership status. Three – Over the past 3 years we have been

enhancing our technology to manage and execute multi-channel one-to-one marketing. So, in essence, we've been doing it for sometime now and our brand has been updated to reflect that. Four – Transcontinental Inc., our parent company, has demonstrated tremendous foresight in recognizing the evolution of marketing. Thindata 1:1 is part of the Transcontinental Marketing Communications Sector's overall growth strategy.

**DM: Who are some of the key people who will play a vital role in Thindata 1:1?**

CC: With the evolution to Thindata 1:1, we have been methodically expanding our capabilities by building an A-list of marketers and managers. Scott Jamieson, one of the true North American veterans of email marketing recently joined us as our General Manager. Wayne Carrigan, who has been a powerful driver for years, has shifted his focus to exploring International markets. Rick Brough, well-known to DM readers as a thought-leader in the analytics field will be leading a team of marketers who focus on gathering and interpreting customer insights. Grant Fletcher (co-founder of Rastar) will take a significant leadership role with Thindata 1:1. He brings a team of data-driven marketing specialists that grew Rastar DM into a highly innovative and profitable leader in variable print and online marketing.

**DM: With the new skills and people on board, will your client focus change?**

CC: Thindata 1:1 will continue to dovetail strategies and technologies in



unique ways to help our clients meet their business goals. We will also be leveraging the work that Grant's team have done to help us springboard our expanded services across North America. While we already have clients around the world, their accomplishments and unparalleled reputation is a valuable business asset.

**DM: What new products and services will you offer? And, how do you expect to maintain your industry-leading reputation for email while taking on your expanded mandate?**

CC: For years, we've been providing strategic counsel on ways that marketers can cost-effectively achieve their business goals with targeted marketing. While email has been at the centre of our discussions, invariably, we guide clients to best integrate email with other marketing tools, technologies and across channels.

Now, with our expanded capabilities in customer analytics, variable print, mobile, social media and automation, we are ready to meet the market demand for integrated one-one marketing. Of course, we will continue to offer, and innovate, our core email products and proprietary technologies to ensure best-of-breed features for our clients.

**DM: Finally, what's next for Thindata 1:1?**

CC: Anyone that has worked with us – as a client, strategic partner or team member – knows that we're always innovating. As part of the Transcontinental Marketing Communications Sector, Thindata 1:1 will continue to live and breathe that approach. That means that we'll always be at the leading-edge of marketing solutions that help our clients achieve their business goals and increase the ROI of their marketing efforts. **DM**

## Nexalogy Environics launched to provide social media insight and analysis

Exvisu and Environics combine analytic and marketing skills to make sense of social commentary

**O**ne of North America's pioneering social media analysis companies, Exvisu, is joining the Environics family of companies to create Nexalogy Environics Inc. The founders and partners of Exvisu will be continuing in the new firm.

"Our newest member of the Environics family brings exciting new skills and insight to ensure we can provide clients with a 360 degree perspective on consumer attitudes and behaviour," said Michael Adams, President of the Environics Group of Companies. "Just like our research business, the cornerstone of the Nexalogy Environics approach to intelligence is data and analysis."

"The information, insight, and recommendations we provide are the highest-quality social media intelligence

available on the market today," said Claude Théoret, President of Nexalogy Environics. "We combine advanced data mining techniques with rigorous human

to identify the most important signals – key actors, issues, trends, and ideas – that have an impact on a client and its activities. The analysis is used

"Engaging consumers through social media channels is important but smart clients know they need better intelligence to understand how the

and effective."

"Our latest research tells us that almost one-third of Canadians are reading a blog at least weekly, making it an important

*"Our newest member of the Environics family brings exciting new skills and insight to ensure we can provide clients with a 360 degree perspective on consumer attitudes and behaviour."*

analysis that help clients make sense of the data and what to do next. The result is that clients are able to make better, more informed decisions."

Nexalogy Environics filters through the clutter of the social media environment

by companies in issues and reputation management, product marketing, recruiting, brand management, lead generation, competitive landscapes and a wide range of communications and marketing activities.

opinions, networks, trends, stakeholders and voices affect a brand," said Bruce MacLellan, President of Environics Communications. "We bring the research and analysis needed to guide communications so that we are targeted

area for marketers to understand," said Barry Watson, President of Environics Research. "Together with traditional market research, we can now offer clients a more complete picture of the consumer opinions they need to hear."

## DMPEOPLE



### PPPC

Ed Ahad has assumed the role of President and Chief Executive Officer of Promotional Product Professionals of Canada (PPPC).



### Organic, Inc.

Lezlie Grossman, a former managing director of Capital C Communications and SVP/GM of MacLaren McCann, is the new general manager of Organic Inc.'s Toronto office.



### DDB Canada

Veteran digital marketer Eric Weaver joins award-winning Vancouver office.

## WORTHKNOWING

### Institute of Communication Agencies announces 2010 Board of Directors



The Institute of Communication Agencies (ICA), the professional business association representing Canada's communications and advertising agencies, is pleased to announce the appointment of Jim Kabrajee, president, Marshall Fenn Communications Ltd. as Chair of the newly appointed 2010 Board, effective immediately. Formerly Vice Chair and Treasurer, Mr. Kabrajee assumes the position vacated by Brett Marchand, EVP and managing director, Cossette Communications Group, who has led the ICA Board since 2006. Mr. Marchand will now assume leadership of the newly formed Board of Governors, which will provide strategic counsel to the Board of Directors. Claude Carrier will continue in his critical roles as Vice Chair and head of Advertising Week.

"Under Brett's leadership, the ICA Board has been highly motivated and

engaged, and through its collective resources has spearheaded three years of tremendous collaborative accomplishment and success," said Gillian Graham, CEO, ICA. "We are thrilled to have Jim continue the momentum with our renewal mandate into the next phase, where we will refine and expand our initiatives on behalf of the industry."

Mr. Kabrajee will lead the newly elected Board of Directors comprised of leaders from diverse Canadian communications agencies including Brett Marchand/Cossette Communications Group, Claude Carrier/BOS, Dom Caruso/BBDO, Laurie Young/Ogilvy, Doug Conn/Wasserman and Partners, Bob Shropshire/Dentsu, Alan Gee/GJP Advertising, Garry Lee/Cundari and Philip George/TBWA Toronto.

"It is an honour to be elected to this role

at such a pivotal time surrounded with a Board comprised of such willing and talented leaders from the communications industry," explained Mr. Kabrajee. "We have the ability and the desire to promote our industry both from within and outside, by raising the standards at which we perform, and by constantly demonstrating the value our members bring to their clients and the economy as a whole. As the face of the industry internationally and domestically, our goal is to promote and foster respect for what our members do. This will ultimately lead to more progressive thinking and communicate the economic value our industry provides in Canada," he added.

"As the communications industry here becomes better recognized for the quality of its people, the power of its ideas and the value that it provides, its contributions become clearer," said Mr. Marchand. "The past three years have seen tremendous accomplishments achieved by collective work of the Board and under the leadership and motivation of Gillian. It's a fundamentally different organization now than before. I'm proud to have played a role and pass the torch to Jim," he concluded.

## LISTWATCH

### GOVERNMENT OF CANADA EMPLOYEES

Named here are 418,564 federal, provincial and major municipal employees. Selections: Fax numbers, gender, government level, job title/function, phone number, province, state/SCF/ZIP  
Price: \$180/M  
Contact: NCM List Services Division, 416-241-4000

### THE ATLANTIC

Named here are 331,392 direct mail-sold magazine subscribers. Selections: Hotlines, agent-sold, business address, Canadian, change of address, gender, gift givers, home address, paid, renewals, state/SCF/ZIP  
Price: \$105/M  
Contact: Direct Media/Millard, 845-732-7044

### TRANSCONTINENTAL: FINANCE & INSURANCE

This sub-set of the Transcontinental Consumer Behaviour Database are direct response polled consumers who have an interest in finance, money management, and insurance. 77% English; 23% French.  
Price: \$130/minimum order 5,000  
Contact: Cornerstone Group of Companies, Rosa da Silva, Tel: 416.932.9555 Ext: 309

### READER'S DIGEST PRODUCT BUYERS-ENGLISH

These mail-order responsive purchasers have chosen from an extensive selection of music available on cassettes, CD's, and general books related to health, cooking, children, travel, etc. or have purchased videos.  
Price: \$165/minimum order 5,000  
Contact: Cornerstone Group of Companies, Rosa da Silva, Tel: 416.932.9555 Ext: 309

## interact direct announces 6-year Canadian NCOA

Interact Direct Marketing, Inc. is pleased to announce the availability of its new 6-year National Change of Address (NCOA) mover update service. First orders for the new 6-year update are scheduled to process on January 15th, 2010.

"Interact Direct was the first Canada Post NCOA licensee in Canada and is also the first to announce release of the new 6-year NCOA database", according to Jeff Bisset, President of Interact Direct. "Canada Post called on Interact Direct to help them test the 6-year version of the database early in the year. Since then, Interact Direct has been busy updating its processing systems

to fully support the new service. The results from our testing were encouraging; especially when updating older lists or lists that haven't had the benefit of ongoing NCOA processing. Update rates increased to as high as 7 percent", says Bisset.

The 6-Year NCOA offering will replace the current 3-year database currently available at Interact Direct. And, although Canada Post is increasing its license fees for the database, Interact Direct plans to keep pricing the same. Interact Direct will distribute the service through its direct client relationships and its cleanlist.com self-service web site.

## Two million Aeroplan miles donated by Aeroplan; company matches donations from employees worldwide

Aeroplan announced it has committed one million Aeroplan Miles to the Canadian Red Cross to support the emergency relief efforts in the aftermath of the earthquake in Haiti. An additional one million miles will be given to Aeroplan's Beyond Miles partner Médecins Sans Frontières who run both a maternity and a surgical hospital in Haiti. Aeroplan also invites its members who wish to support the Haitian community to donate their Aeroplan Miles to either of these Canadian emergency

relief organizations online at [www.aeroplan.com](http://www.aeroplan.com).

"Our thoughts are with all the people who have been impacted by the earthquake in Haiti," said Vince Timpano, President, Aeroplan. "On behalf of our members and employees we hope this donation will help with the ongoing recovery and rebuilding efforts in the region."

Aeroplan Members who wish to donate cash to purchase vital supplies are

encouraged to direct their giving to the Canadian Red Cross at [www.redcross.ca](http://www.redcross.ca).

In addition to a corporate donation of 2 million Aeroplan Miles, Aeroplan Canada will match its employees' individual contributions to the Canadian Red Cross until January 31, 2010 and transfer the total sum to the Canadian Red Cross. Groupe Aeroplan will match international cash contributions from its employees worldwide.

Aeroplan's community investment

philosophy is based on enabling Aeroplan Members to enrich communities at home and abroad, by supporting professionals giving back of their knowledge and skills, working with local communities and local resources to find sustainable, creative solutions to pressing problems.

Aeroplan's Beyond Miles program invites Aeroplan members to join us in supporting eight Canadian charitable organizations through the donation of Aeroplan Miles including: Earth Day

Canada, Engineers Without Borders-Canada, Médecins Sans Frontières Canada, Schools Without Borders, The Stephen Lewis Foundation, Veterinarians Without Borders-Canada and War Child Canada. In addition to supporting these organizations, Beyond Miles also supports Air Canada's Kids' Horizons, a program dedicated to enhancing the quality of life of Canadian children and youth and their families. To date, more than 151 million miles have been donated to Beyond Miles.



# INTHEMAIL

This column is sponsored by Canada Post.



from: anywhere  
to: anyone

## Helping drivers get hooked on a feeling

Wunderman boosts Sirius' conversion rates by leveraging the power of music *By Sarah O'Connor*

**W**hen the product you are selling is commercial-free music, news, sports and talk radio covering every topic under the sun, the biggest challenge for supporting campaigns is just trying to keep up.

For the past four years Sirius Satellite Radio has had partnerships with various automotive manufacturers wherein Sirius is installed in new vehicles and owners are given a free trial lasting 3, 6 or 12 months. As part of this partnership, Sirius is able to market to these new vehicle owners in an attempt to persuade them to become paying subscribers once their trial is over.

"One thing we have to keep in mind is that these are the car manufacturer's customers first and Sirius customers second," says Kelly Harrison, Director of Customer Relationship Management for Sirius Satellite Radio. "We focus very much on trying to increase the excitement associated with new vehicle ownership for the consumer by talking about how Sirius will lend itself to an exciting in-car experience."

To ensure that their communication with potential customers is as exciting as the service itself, Sirius enlisted the help of direct marketing agency Wunderman.

"Sirius is not just a piece of hardware that is installed in your vehicle. It is your answer to a long commute, it is the part of the day that makes you smile, whether that's because you like country music or comedy or the NFL," says Chris Butters, Vice President, Group Account Director for Wunderman. "I think the biggest impact that we managed to make was really bringing forward the fun, the entertainment value that Sirius provides."

Together Sirius and Wunderman developed a six-step communications cadence that begins shortly after the new vehicle is purchased and continues up to three months after the trial period has expired.

"There are some technical aspects and a few steps that a consumer has to take in order to activate the service within the vehicle," says Butters. "Our idea was that everybody's going to like this if they just try it, so let's make it easy for them to try it."

The first piece is a folder that beckons drivers to "Start It Up." It introduces Sirius, explains that it has already been installed in the vehicle and that all drivers have to do is activate their free trial. It also includes a fun fold out card, titled "Your Roadmap to Discovery," that lists the available channels and is intended to be kept in the consumer's vehicle.

"We tried to emulate the fun lifestyle component of this product," says Butters. "We were asked to take off the filters that quite often we think are the appropriate way to write DM copy, and we tried to be

a little cheeky and have fun."

The second piece of communication is a mid-point postcard which, depending on the length of the trial, could arrive six weeks, three months or six months after the vehicle purchase. Its purpose is to encourage drivers to activate the service if they haven't already. If they do not respond, approximately 20 days before their signal will be deactivated owners receive the third component of the campaign, a letter that is a little more formal and introduces various subscription options for the first time.

If they do not subscribe right away, owners receive a personalized postcard one week after the free trial is deactivated which that includes enticing offers. "We wanted to add a level of personalization and make it very clear that this communication is now coming from Sirius Satellite Radio," says Butters. "We've added elements of personalization just to make it seem that this is the beginning of what we hope will be a relationship."

Another letter will arrive 25 days after deactivation with another great offer and, finally, if necessary a final postcard will arrive in owner's mailboxes 90 days after their trial expired.

Although this new campaign has only been in-market for about eight months, it is already generating positive results.

"To date there has been an audience of moderate size that has received the first through to the very last piece of the cadence," explains Harrington, "but so far we are seeing a considerable impact on our conversion rates."

As happy as they are with this good news, rather than rest on their laurels Sirius and Wunderman have big plans for the next phases of the project, including extensive testing and expansion of the program.

"Our main goal next year will be to examine this communication and begin employing testing strategies to see if we can, for example, take away two of these pieces of communication and still achieve the same results," says Butters. "We'll spend the next months or years trying to test and learn, test and learn, in order to become more efficient and achieve better ROI and better conversion."

"I think that we're in a constant state of optimization," Harrison agrees. "We 2010 we are planning to increase the variability within our conversion pieces and we also want to get working on creating an alternate version of our communications cadence for some of our luxury partners."

*Sarah O'Connor is a Markham-based freelance journalist. She can be reached at (647)261-2260 or sarahaconnor@gmail.com.*

**ABOUT THE CAMPAIGN**

**Client:** Sirius Satellite Radio  
**Agency:** Wunderman  
**VP, Group Account Director:** Chris Butters  
**Account Director:** Krista Best  
**Account Supervisor:** Michael Chow  
**Account Manager:** Meghan Shaw  
**S.V.P. Creative Director:** Brain Langerfield  
**Creative Group Head:** Stephan Schmelzer  
**Art Director:** Jesse Edwards  
**Copywriter:** Andrew Ennals  
**Production Manager:** Kelly Gray

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*"We were asked to take off the filters that quite often we think are the appropriate way to write DM copy, and we tried to be a little cheeky and have fun."*

# 2009 Direct Marketing Year In Review

A look back and the news and events that shaped our industry

## JAN.



- ▶ The Diamond Shreddies campaign wins the coveted Best of the Best title at the annual CMA Awards.
- ▶ Environics Analytics launches its new micromarketing tool for the web which enables one click business applications for custom maps, customer profiles and reports.

## FEB.



- ▶ Transcontinental buys print-to-web marketing provider Conversys for an undisclosed amount, allowing them to offer an unparalleled suite of strategic marketing capabilities to their North American clients.
- ▶ Interact Direct releases CampaignSaver, one of Canada's first mailing list accuracy tests for direct marketers.

## MAR.



- ▶ eMetrics holds its annual Marketing Optimization Summit in Toronto – offering practical, tactical case studies and seminars that demonstrate how to execute and achieve results.

## JUL.



- ▶ Call for entries begins for the 2009 CMA Awards
- ▶ I Love Rewards secures \$6.9 million in financing to expand their sale and marketing capabilities in order to capture a share of the \$47 billion rewards and recognition industry.

## AUG.



- ▶ Quebecor Media Network is launched as a new flyer printing and distributing subsidiary, combining all capabilities of subsidiaries Alex Media Services, Messageries Dynamiques, the community weekly distribution network, the Islington printing plant in Ontario and the Mirabel printing plant in Quebec.

## SEPT.



- ▶ DM's sister publication Click! Weekly reveals its first-ever list of Canada's Top Online Marketers of 2009. The list is officially announced at the IAB Mixx Conference





# APR.



- ▶ Canada Post invites business customers to the first "Think Inside the Box" event, a day full of industry experts talking about trends facing Direct Marketers
- ▶ The CMA hosts next: 2009 National Convention and Showcase Forum in Toronto, allowing attendees to network with the industry's decision makers from some of Canada's largest companies.

# MAY



- ▶ Cornerstone Group of Companies releases its second annual Global File Audit which establishes Canadian fundraising industry benchmarks and trends. The study showed that multi-channel donors are the most valuable donors to non-profit organizations, therefore highlighting the importance of building donor engagement across all channels.
- ▶ AFP holds their annual Fundraising Day in Toronto
- ▶ ICOM introduces a marketing database based on 9.2 million Canadian households.

# JUN.



- ▶ NAMMU holds the 2009 Postal Forum in Toronto to explore Canada Post changes.
- ▶ The inaugural Canada 3.0 conference is held in Stratford to discuss how Canada can become a global leader in the new digital economy.
- ▶ CMA elects its new board of directors: Nancy Cardinal, Ernie Johannson, Steve Levy and Stephen Brown.

# OCT.



- ▶ NAMMU launches the VAM partnership initiative, allowing value add mailers across Canada to access to Canada Post's valuable direct mail sales tools, training and expertise.

# NOV.



- ▶ Groupe Aeroplan buys Carlson Marketing for \$188 million and creates the world's leading loyalty management provider.
- ▶ Subaru Canada takes the CMA Awards by storm, winning a record eight Ripple Awards – including the coveted Best of the Best title
- ▶ AFP holds its annual AFP Congress event in Toronto, bucking the trend by drawing record attendance.

# DEC.



- ▶ Research Now and Environics Analytics partner up to code the Research Now online panel of 400,000 Canadians with PRIZMC2, marking the union of Canada's most widely used segmentation system with the largest online survey panel in the country.
- ▶ Epsilon Targeting launches the iInfluencer™ program in Canada, allowing marketers to leverage the power of a category's most influential consumers to deliver measurable results for leading brands.

# The gift that keeps on giving

The importance of asking for legacies

**I**n a year that was – to say the least – tricky at times for fundraisers and charities, one of the trends I've been happy to notice is a renewed focus by non profits on legacy giving. More and more charities are asking to work with us on promoting legacy giving to their donors.

Legacies (a gift of money or property left to a charity in a will, also known as a 'bequest') are without doubt the single most important kind of planned gift. Increasing your charity's legacy

coupon we gave folks the opportunity to ask for additional information on leaving a gift in their own will.

This was seriously not rocket-science. We didn't have a budget line called 'legacy marketing' and I'm not even sure we'd have known we were doing 'legacy marketing' had we been asked. We were just promoting a way of giving that seemed sensible and great for our supporters. (People are often thrilled to realize how much they can continue to make a positive difference in the world

Plus, in all cases: treat all your supporters well. Stay in touch. Thank them. Give them feedback on the great work you've done because of them.

## Top tips on your best legacy prospects

So, who should you target with all this activity?

It surprises many fundraisers to learn that your best prospects for legacy giving are not your richest donors. The ideal legacy prospect is someone who has supported your organization repeatedly, even if their donations were always modest (\$25, \$50) and even if their last donation was a number of years ago.

People who are in the position to leave a legacy often have dramatic things going on in their lives – they might be sick, or caring for a sick family member. Writing cheques to charities in response to direct mail appeals won't be their top priority. Therefore, they are likely being designated as 'lapsed' on your database.

My advice is: if a donor has given to your organization repeatedly and then stopped, don't stop writing to them altogether. Send them at least 2-3 mailings each year (one or two appeals, one or two newsletters). Keep your organization and your needs in their minds when they come to make or change their will.

And lapsed monthly donors are very strong legacy prospects.

If you're like me and you remember best by being told a story, keep this one in mind. One of our hospital clients recently told us about a supporter who had notified them that the hospital was being mentioned in his will. This supporter came through direct mail, with an initial \$100 gift. That was in the late 1980's. Since then, this person has made around 20 gifts, most between \$35 - \$100 with one gift of \$500. The amount that this donor is leaving the hospital in their will? \$2 million.

Many people die without making a will. Many others intend to re-open their will and never get around to it. What usually motivates people to deal with their will are triggers. These are life changes: getting married, moving country, setting off on a big trip, a heart attack, the birth of a child or grandchild, the death of a spouse. This is why regular communication with prospects is important: you want to be on their mind when they are writing or revising their will. And you want to make sure you are never taken out. **DM**

*Lynne Boardman is Managing Director of Harvey McKinnon Associates, a direct response fundraising agency based in Vancouver and Toronto. Previously she was Account Director at UK social marketing agency, Whitewater. Along with HJC New Media, HMA runs the Legacy Giving Group, a consultancy focusing on raising legacy income for non profit clients.*

after they have passed on.)

And today? Word is that this little organization is almost solely funded now by its legacy income, and although it is still not a large charity by national standards, its future income is secure for years to come.

Robert Sharpe, Jr., one of America's leading gift planners, did a major analysis of U.S. institutions. He discovered that the most important factor determining the amount of legacy income which a charity will receive was the amount of marketing for legacies they had done over the previous few years.

In the UK, there are a number of organizations for whom legacies make up more than 50% of their total fundraising. The secret? They started promoting legacy giving to their supporters – however modestly – years ago, and have stuck with it.

Your organization needs to take every opportunity to highlight this kind of giving to donors.

A fully integrated legacy program might entail:

- Direct Mail (a survey, testimonial letter, and solicitation)
- Telemarketing (for research or to solicit a gift)
- Person-to-Person Contact
- Research (focus groups, mail/phone/online surveys, etc.)
- Donor events
- Online initiatives

At the same time, keep in mind the simple essentials: profile legacy pledgers; explain the great work you've done because of legacy income; send a specific legacy mailing at least once a year to a carefully selected audience; and give folks the opportunity to request additional information.

*“The amount of legacy income which a charity will receive was the amount of marketing for legacies they had done over the previous few years.”*

income will require smart and sensitive communications, and some investment, but the income potential makes it very worthwhile.

The best type of legacy gift that a charity can receive is called a 'residuary' bequest, basically a remainder or percentage of the estate after all other gifts, taxes and debts have been fulfilled. The average value of a residuary legacy for a charity in Canada is \$32,000. A number of our clients average over \$50,000 for each legacy they receive. You can see that it only takes a few of those to recoup a modest – but consistent – investment in legacy fundraising.

Launching a legacy program does not need to be expensive. We work with some clients who invest hundreds of thousands of dollars each year (and receive legacy notifications worth millions). But we also know of organizations who have grassroots legacy programs that are very successful. To succeed, you simply need to focus on legacy giving, communicate sensitively and consistently with your donors, and have an excellent reputation with your supporters.

Case in point: when I left university 15 years ago, I went to work for a small wildlife organization. We epitomized 'grassroots' – we even tracked donations on recipe cards!

We mailed 3 newsletters each year, and one special holiday appeal. That's it.

But somewhere along the line, we'd picked up on how important legacies could be.

So in every single issue of the newsletter we produced, we included a message about legacy giving. We profiled people who'd pledged to leave a legacy, and why. We explained the important projects we had funded because of somebody's bequest. And on the return

# How to get the 'Promo' in TransPromo

A new breed of marketing document is born *By Dennis Quon*

**R**ecently, Kodak coined the term TransPromo by combining the words Transactional and Promotional together and defining marketing based invoices and statements as a new breed of marketing document. While we could look at this as a self serving term for the hardware manufacturers trying to move more gear, this new term and the new technology that is arriving or has most recently arrived has some strong merits that we should seriously

documents and commonly review it more than once. By adding relevant messages, to the document, these items get attention. By combining other marketing mailings, savings can be achieved by on a one-to-one basis. Knowing individuals open, spend time reading and reviewing statements and invoices the "Promo" in TransPromo becomes compelling not to mention, saves cost and is green.

In the past, the invoice or statement was generally a compliance or an



*“Only 25% of senior marketers knowing about TransPromo as an opportunity. This means, as a new channel to drive marketing, the future is bright to drive a fresh and cost efficient method or reaching new clients.”*

consider. But what really is the "Promo" in TransPromo and why do marketers need to know how to drive the "Promo" into their invoices and statements?

Daily, we receive statements and invoices that outline and confirm transactions for services, investments, credit cards bills, loyalty points, phone bills etc.. We're also continually bombarded with hundreds of with messages and offers. We've all received statements and invoices stuffed with buck slips, brochures and offers that we generally sort out and discard over the recycle bin and we've all receive direct mail that we never open and immediately discard. The compelling reason for adding "Promo" is the stickiness of a must read transactional. Recipients spend time reading their transactional

informational document. Savvy marketers utilized these documents using static and dynamic messages and perhaps some graphics in black print on preprinted templates. Recent technology has now become available such as enterprise messaging/content and campaign management software, economical and available production color for print, composition tools to create the TransPromo document and the integration of on-web addressing through PURLs and CURLs have added new marketing touch points including the ability to enhance ebills when delivered electronically.

We can define the "Promo" in TransPromo as a number of things. Promo can be marketing content, informational



content and educational content. Promo, depending on the type of statement or invoice, could also be TransInformational or TransEducational.

Promo can mean messages with PURLs - Personalized URLs or web addresses, CURLS (Common URLs), 1:1 messages, offers and onserts. With the addition of social media, specific offers at specific social media sites to generate crowd offers is also part of the "Promo". But Promo goes beyond simply offers or multiple touchpoints. The "Promo" can now be defined as educational content to inform your constituents on services, products, and even how to use something. The "Promo" goes beyond this to informational to provide compliance information, product information and service information while helping to reduce call center volumes.

With the strength of having billing or transactional data it becomes easier to identify client types, the opportunity to up sell, cross sell products and services by identifying clients with product needs is embedded in your data. Data flags can be added to billing and statement data streams to drive content. With the emergence of software from Prinova, HP and GMC, new and emerging Web 2.0 campaign management software integrating with enterprise CRM software, this begins to automate the 1:1 data campaign messaging.

What should I consider as steps to TransPromo? Baby steps...

1. Invoice messaging – if generic messages have not been added

already, start by focusing on placing informational, educational and general marketing messages. Consider enhancing messaging that can impact payment turnaround or reduce call center volumes.

2. Invoice messaging – begin to flag your data by targeting client groups, language type and add campaigns, offers, marketing messages, educational messages and informational messages directly to the invoice or statement on a one-to-one basis that reflect your clients interests.
3. Integrate other direct mail campaigns and complement other media campaigns by reinforcing those marketing messages. This reduces your mailings and monthly postal costs.
4. For more cross media stickiness, add a Common URLs to drive a your web based multi-touch point strategy. Where possible, utilize Personal URLs (PURLs) and harvest opt-in email address or potential converts to electronic bill payment and presentation.
5. Migrate buck slips to onserts by printing them in-line with the statement keeping them as part of the invoice / statement
6. Design your statement or invoice with colour, dynamic content, photos, icons
7. As your TransPromo statement comes together, this integrates seamlessly to eBill or electronic bill payment initiatives while allowing for messaging on the web based statement or bill delivery.
8. Looking to integrate social media? Drive

your clients to sign up as followers and create dynamic period based events or offers on the statement or invoice monthly with Twitter or Facebook based event links. These events can be measured immediately while using these social media tools as a means to drive behavior or informational content.

9. If possible, automate your message delivery workflow with messaging software that integrates to CRM software to measure your response.

As you integrate these elements, design becomes an important consideration but we all must remember that the statement or invoice is still just that. Over design to a marketing based document has proven to be a negative. It is important to strike a balance such that the invoice / statement remains a transactional document.

The recent CMO Council survey has "Only 25% of senior marketers knowing about TransPromo as an opportunity". This means, as a new channel to drive marketing, the future is bright to drive a fresh and cost efficient method or reaching new clients. **DM**

*Gilmore Doculink is a transaction statement and invoice enabler providing programming, print, composition, messaging and mailing. Dennis Quon is Vice President of National Sales and Product Manager for TransPromo Solutions and resides in the GTA. To contact Dennis, email: quond@doculink.com, follow his blog at transpromomore.wordpress.com or follow Dennis on Twitter: @transpromomore.*

# Not just an ordinary bill

Making statements more personal, timely and relevant to attract and retain customers *By Suresh Nair*

**C**ustomers today are drowning in a sea of unrelated marketing campaigns, while scams and spam do little to create an environment of trust. Every day companies invest in new communication initiatives and alternative channels, trying to break through the clutter and attract new business.

While the billing statement may not be a document that marketers typically get their hands on, transaction documents—statements, invoices and notifications—are proving to be effective at generating sales, reducing churn and building customer loyalty. By effectively combining transactional information with targeted, one-to-one messaging in a single document, companies are beginning to use statements and invoices as a marketing vehicle. Statement-based marketing enables companies to create ongoing, sustainable customer dialogues.

## Evolution of statement-based marketing

This evolution has been in the making for some time. Statement inserts, for example, have been used by some businesses for over sixty years. However, tools are now available to enable marketers to "own" the white space on the bill and make sure messages are personal, timely and relevant to customers. Previously, there were many obstacles preventing marketers from using the bill as an effective channel for communications. One of the biggest challenges was billing systems could not support the flexibility needed to create customized messaging. Today, however, this has changed and with software now available in a SaaS model, it no longer requires huge capital investment for companies to upgrade their billing systems.

## Marketers "own" the bill

Now that the technology is available,

See **Not just an ordinary bill** page 16

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# Are your invoices pulling their weight?

Statements, bills, invoices, even packing slips should be working harder! *By Pat McGrew*

**E**very business talks to its customers in myriad ways. We call it multi-channel communication, meaning that we use websites, direct mail campaigns, mass media advertising, and point-of-purchase signage to intrigue those with whom we do business. Each touch point has a set of assumptions that guide the design of how customers will interact. Most companies add their own brand and marketing guidelines that determine what type of communication uses each channel. By itself this may seem like “Marketing 101” to most of you, but can you spot the missing channel?

do for them today, and can do for them as part of your on-going relationship. Do you use the opportunity?

## Enhancing your engagement

In the world of billing statements we have been talking about a concept called TransPromo for a few years. TransPromo is a set of tools and techniques for using what you know about your customer from your database and other sources to add targeted educational and promotional content to regular transaction communication, including bills and statements. Some billers integrate promotional messages using flexible

## How does it work?

The starting point for any conversation with your customer is the service or product you provide. No matter how large or small your company is there is a product or service list. What do you know about which products or services make you the most money? Identify what generates the most profit and then look at how many of your customers are buying them from you. This is your baseline. It works for selling consumer goods, manufacturing components, veterinary services, legal services, dog walking services or used cars.

Now look at your customers. How do you communicate with them and how

about all of the things you might say to a customer if you were sitting with them over coffee – why not say it on your invoice?

It doesn't take expensive data mining services to get started. You can start by crafting a series of messages that educate and inform your customers and including them on the documents you already deliver to them. It doesn't have to be 1 to 1 – it can be the same message to all of your customers to start.

Over time, however, you may want to look more closely at your customers and think about how they buy from you. Can you get your customer to buy some additional services or goods by making them an offer? Does it make sense to

make a higher discount offer to your best customers or to the customers who are splitting their buying among several providers? With time and practice you will learn what to put on the invoices and what to put on the packing slips that will intrigue your current customers and help you to build wallet share with them. That will help you to grow your business, and give you the funding to go after new customers!

Have a question? Let me know! **DM**

Pat McGrew, EDP, is the Data-driven Communication Evangelist at Kodak. Her email address is Pat.McGrew@kodak.com, Twitter is PatMcGrew, and blog at <http://patmcgrew.growyourbiz.kodak.com>

*“Regardless of how often you communicate, these essential transaction documents are an expected component of your relationship with your customer”*

## The title should give it away!

It's all of that customer communication you do as part of billing customers and delivering goods to them, no matter what size your business is. Think about how many customers you have and how often you send invoices, packing slips and statements to them. This communication may be on a regular cycle, monthly or quarterly, or it may be ad hoc. It may be generated by large proprietary billing systems, by a standard business billing system, by Intuit Quickbooks, or from an MS Excel spreadsheet. Regardless of how often you communicate, these essential transaction documents are an expected component of your relationship with your customer. Each of these is a touch point that presents a great opportunity to tell your customers a bit more about what you

document designs, while others opt for a consistent marketing portal on the transaction document. No matter how they execute, billers who have adopted the technique spotlight offers that will be of interest to the customer, integrate external inserts on to the bill, add education content, and generally enhance the communication. It does require some changes, including new designs for the document to accommodate the marketing information and new agreements with the marketing team to ensure that fresh promotional content is available each month. And, while the conversation has generally been around the largest credit card billers, telecommunications and cable companies, and banks, the truth is that these same techniques can apply to anyone who sends out an invoice or statement or generates a packing slip.

often? If your business uses a packing slip because you are selling goods, take a look at that document. Is it letting your customers know that you have other items that might be of interest? Are you encouraging them to come back to you the next time they need this item? Are you engaging with them to ensure that they are satisfied? Or, are you just identifying what you delivered? If you aren't engaging in a conversation at this critical point in your relationship, you are missing an opportunity!

If you are not delivering goods, but, instead, are delivering services, what do you leave behind when the service is complete? Did you leave behind or mail an invoice or statement? Is that document encouraging your customer to continue to work with you, or is it nothing more than a demand for payment? Think



## from Not just an ordinary bill page 15

how can marketers truly “own” the billing statement? Marketers need to work with IT and operations to ensure their billing system enables targeted, relevant and action-oriented promotions. To do this, marketers must focus on the following areas:

- Existing Content—White space on the statement or invoice can be used to deliver customized messaging, depending on income, gender, geography, extent of relationship, participation in a loyalty program and more. For example, in auto leasing, you can create distinct messages for those who are new, at mid-term or near the end of their lease. For a home equity loan, a person's available credit line may tell you whether you need to encourage activation and usage or add an additional credit line.
- Format—Although most people probably don't enjoy receiving a bill, the format of the bill can influence the customer's overall experience. Today

marketers can customize the look and feel of the bill to better meet the needs of the recipient. For example, the print size on a bill received by a 24-year-old man may be smaller than on a bill received by an 84-year-old man.

- Flexibility—Effective statement-based marketing requires that modifications and changes be made to content. The billing system must give marketers the flexibility to make these changes in a timely manner.
- Customization—Know Thy Customer. By leveraging the power of customer segmentation and demographics, marketers can be sure they are conveying the right message to the right customer at the right time.
- Delivery methods—Today, customers expect to receive bills in their format of choice—be this online, mail or even SMS.

## Why statement-based marketing Workworks

Because other channels are plagued by

spam filters and do-not-call lists, statements are becoming an even more valuable component of the overall communication mix. Companies have the opportunity to create marketing messages that are just as personal and relevant as the transaction information enclosed. And as relevancy increases, profits can increase as well.

Customers may be inundated with as many as 3,000 advertising messages a day. However, the average consumer will receive less than 12 transaction mailings in a month, making each one even more valuable to those interested in building stronger customer relationships. The five reasons why statement-based marketing works are:

- Unrivaled Openability. Statements and invoices are expected—they contain important financial information and usually require action. So it's not surprising that more than 95 percent of transaction documents are opened and read each month—far more than any other type of direct response effort.

- High Involvement. Bills and statements receive more attention than any other form of communication including television advertisements. The average customer invests between one and three minutes for statement review.
- Trusted Media. While e-security and telephone fraud continue to make headlines, nearly everyone trusts the postal service to send and deliver mail—including highly important documents.
- Functionality. Not only do statements command more attention when they are initially opened, they are often viewed more than once. The paper-based nature of transaction mail is valued by consumers as they pay bills, submit expense reports, prepare taxes and file documents.

When you look at your statement as a strategic document, you can develop communications that recognize and act upon specific opportunities to increase customer value and long-term

profitability. In the past the focus was on cost per piece—today managers are measuring cost per response as well as customer loyalty and retention, which is more cost efficient compared to other media and can be far more effective.

In the end, the rewards of statement-based marketing couldn't be greater—increased satisfaction and customer retention, improved loyalty and cross-sell and greater profits from customers. It all starts with a simple statement – the one communication that customers look for each and every month.

Suresh Nair is the Director of Strategy, Canada for Pitney Bowes Business Insight. Pitney Bowes Business Insight (PBBI) provides a unique combination of location and communication intelligence software, data and services that enable organizations to make more informed decisions about customers, competition and market expansion. Visit [www.pbbusinessinsight.com](http://www.pbbusinessinsight.com) and [www.pb.com](http://www.pb.com) for more information.



# Click-to-call numbers in local ads make it easier for your customers to reach you

New Google feature lets you measure and track ad effectiveness

**W**hen people search for goods or services using their mobile phones, they often prefer to call a store rather than visit that store's website. Whether they're placing a direct order, making a reservation, or inquiring about services, the ability for prospective customers to easily call your business is a key distinguishing feature of searches made on mobile phones versus computers.

Now you can make it even easier for potential customers to reach you by adding a location-specific business phone number in ads that appear on mobile devices with full internet browsers. Users can click the number to call you just as easily as clicking to visit your website. And, since ads can be served based on user location, a potential customer will see -- and can click to call -- the phone number of your

store location that's nearest to them, not one that's across town.

This new feature also makes it easier for you to fully measure the results of your ads by allowing you to track how many calls you actually receive.

Advertisers who participated in the beta trial have seen improved click-through rates. Plus, many advertisers received more visits to their websites in addition to incremental phone calls.

To show a click-to-call business phone number in ads on mobile devices with full Internet browsers, follow these two steps:

1. Set up location extensions and add your business phone number. Customers will be able to click to call your business location nearest to them.
2. Check that you've chosen to show your ads on iPhones and other mobile devices with full Internet browsers in

your campaign settings.

That's it. Customers can now click to call you from your ads. If your campaigns are already set up this way, your phone

To find out how many calls you've received from your ads, go to the Campaign Summary tab in your AdWords account. Click the "Filter

view calls received at the campaign, ad group or keyword level.

If your campaigns are already set up with phone numbers in location

*"This new feature also makes it easier for you to fully measure the results of your ads by allowing you to track how many calls you actually receive."*

numbers will start showing as click-to-call on mobile devices with full browsers automatically. The cost of a click to call your business will be the same as the cost of a click to visit your website.

and views" dropdown (step 1 in the screenshot below) and select "Segment by", then "Click Type" (steps 2, 3). The report shows how many clicks and how many calls you received (step 4). You can

extensions and opted in to mobile devices with full browsers, but you'd prefer to opt-out of click-to-call, simply remove the phone number from your location extensions in AdWords.



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# The key to successful branded online video entertainment

It's no secret that brands and agencies around the world are embracing branded online video entertainment – in fact, a recent iMedia survey showed nearly three-quarters of agencies have used or plan to use branded entertainment as part of a campaign. While North American brands embrace webisodes and other vehicles to tell their stories, an important question remains: how to unlock the most value from original entertainment, while considering the investment in its creation. The key to unlocking the potential of branded entertainment – and unlocking branded video budgets – is scalability.

There has to be demand for a product for scalability to be an option but, fortunately, there's clear demand for high-quality web video. According to comScore Canada, Canadians watch more hours of online video on average than online consumers in the U.S., U.K., Germany and France. More than 21 million Canadian viewers – or 88 per cent of Canada's Internet population – watched 10 hours of online video in February 2009 (versus 76 per cent and five hours in the U.S.).

Without the ability to distribute content to a mass audience, brands and agencies won't embrace branded video or support it with the budgets needed for the creation and execution of branded video campaigns. Aligning quality video content with a partner that can meaningfully scale distribution is crucial to the continued growth and adoption of branded entertainment.

## Push to scale

Achieving scalability doesn't happen through portals, branded channels and microsites alone. These are only part of the solution. As a marketer, you get there

by pushing content to users on every part of the web – that's how you achieve significant scale. At Adconion, we call this the "push model" of distribution.

The push model is not just about blanketing the web with your branded video campaign, although that's certainly one way to do it. It's about delivering relevant content to relevant people, wherever they are on the web. When branded video is delivered to these people wherever they are – from email to social networks to news sites – the content is not only more discoverable, it's more engaging and more authentic. As opposed to searching out content on portals and destination sites, pushing content to users enables them to consume quality video content in the environments they're already visiting.

Think of the push model of distribution as a next generation online television network, which Canadians are ready to embrace. A recent study by Synovate showed that 88 per cent of Canadians said they could not live without the Internet, compared to 70 per cent who said the same of television.

## Keys to scale with accuracy

Advertisers and ad networks have long targeted online advertising to people based on their demographic, geographic, psychographic and behavioral data. The push model lends itself to targeting based on this same data – just applying it to branded video entertainment rather than more traditional advertising. Advertisers have long been some of the most creative minds in content production, so distributing original branded entertainment should follow the same method that traditional online advertising does. The result is the precise delivery of

relevant video where it is most likely to be consumed and enjoyed.

High levels of engagement with carefully targeted users – not just on video destination sites or portals – is the most important yardstick that brands and agencies need in order to measure the ROI of their branded video campaigns. The push model of distribution delivers the best results when it comes to online targeting.

In the case of online video episodic programming, careful targeting ensures that videos are displayed in the right order – that is to say that the first video in a series is always served to users who have not seen it, while users who have previously viewed the content are served subsequent episodes. This allows marketers to sequentially target their embedded ads, boosting the brand experience, ROI and viewership.

## Nuts and bolts

Today, the push model is based on delivering a branded video experience,

using rich media ad units that dynamically appear on a page (versus fixed on the page) and are fully targetable. Using a targetable video player guarantees that a marketer's target audience, and only that audience, is watching their branded video content or pre-roll ad, which results in superior campaign performance. Even though video content is added to static players like those found on YouTube, the majority of interaction and consumption comes through targetable ad units.

The network of an aggregated audience is the real power here. A great example is Seth MacFarlane's *Cavalcade of Cartoon Comedy*, which was hosted on the homepage of YouTube and distributed over the Google Content Network. From what we can tell, 86 per cent of the 14 million streams delivered during its first three weeks came from the network and not YouTube.com, the destination. Similarly, the branded video *Back on Topps* racked up two million views in just

48 hours when distributed across our Adconion.TV targeted network.

Networks can demonstrate the power of the push model. Portals do not offer much in the way of targeting, but bring scale to the equation. The key is to unite volume, scale and targeting.

## Budgets unlocked

Scalability combined with precise targeting demonstrates the special value of branded video done right. Campaigns using distributed branded video are supported with a wealth of metadata and detailed measurability. This demonstrated superior performance will in turn pave the way for larger campaigns and bigger budgets in Canada, and throughout North America. Users are hungry for video, branded and otherwise, and we just have to meet them online with more of it. **DM**

Tina Mooney is the Sales Director at Adconion Canada.

## EVENTS CALENDAR

May 14, 2010

### ICSA Toronto Chapter Annual Customer Service Conference

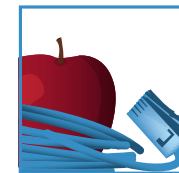
The ICSA Toronto Chapter is pleased to announce that we will be hosting our Annual Customer Service Conference on May 14, 2010 at RBC in Mississauga. This year we will feature a number of industry experts addressing the most current and pressing issues within customer service. If you are a manager, director or supervisor, you will not want to miss this conference. For more details, keep checking the events calendar section of our website, [www.icsa.on.ca](http://www.icsa.on.ca) or contact us at 905-477-5544 or [info@icsa.on.ca](mailto:info@icsa.on.ca).

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### Interactive Marketing + Online Advertising



Location	Date
Toronto, ON	February 22, 2010
Montreal, QC (French)	February 23, 2010
Halifax, NS	February 24, 2010
Calgary, AB	March 1, 2010
Edmonton, AB	March 2, 2010

**INSTRUCTOR** | Paula Gignac, President, IAB Canada  
Samuel Parent, Regional Director, Quebec Council, IAB Canada – (Montreal, presented in French)

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## ABOUT IAB CANADA...

The Interactive Advertising Bureau of Canada ([www.iabcanada.com](http://www.iabcanada.com)), is the national voice and de facto thought leader of the Canadian Interactive marketing and advertising industry.

## DIRECT MARKETING

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