



UNIK ADVERTISING - CASE STUDIES

CATEGORY: Travel

TARGET AUDIENCE: College Students

PROJECT: Acquisition Initiative

OBJECTIVE To drive web traffic to a travel contest - enter to win a Spring Break Getaway.

CHALLENGE

One of Unik Adv's agency clients needed to target a student population with a special offer, designed to drive both web traffic and to increase the end-client's in-house database through a data capture landing page, highlighting the Spring Break Getaway.

However, the end client needed to target the population within weeks of Spring Break, which varies by school.



The agency approached Unik Adv for help. We reviewed their offer and creative and provided a solution.

APPROACH

Unik developed a strategy to target the correct market for this offer: a student population with a history of travel, and an interest in traveling during spring break. We chose a subset of "gamers" and those with a gambling interest to round out the entire profile.

We recommended a three-deployment matrix to maximize reach and optimize mindshare.

RESULTS

The agency reports that its client was delighted with the results, claiming it yielded one of the best response rates they'd seen in years.

This agency and its client have since become a cornerstone of our stable of clients and they continue use Unik Adv for all their email marketing needs.



PURL Case Study

CATEGORY: B2B

CLIENT: Business Machine Manufacturer

PROJECT: Creative design and development of multi-channel direct marketing program, including self-mailer and personalized URL (PURL).

Objective

Through its relationship with the general advertising agency, the client wished to set appointments with key decision-makers at its top targeted accounts in both the United States and in Canada. The products being marketed were several lines of high-ticket business machines. The main objective was to accelerate sales' prospecting activities and increase the number of face-to-face meetings with key target account contacts.

Challenges

The general advertising agency was ending a troubled relationship with another direct marketing agency. Unik Adv was asked to continue the program that had begun with the former agency, while improving upon the lackluster results of those earlier campaigns.

Getting through the mail-box clutter and gate-keepers was especially difficult due to the level of professional targeted. Unik Adv was asked to design and develop a concept that incorporated high-impact incentives and utilized traditional direct media with cutting edge technology – personalized URLs.

Approach

Unik Adv strategically designed the package to emphasize the most appealing aspects of the program to the target, emphasizing the incentives, the call to action and the PURL. We removed extraneous details while incorporating mandatory brand messaging.

Results

Our client gladly informed us that the creative concepts we developed not only successfully captured their unique brand identity, but they far out performed all previous efforts at direct marketing. This initial program served as an introduction to a mutually rewarding relationship between Unik Adv, the general advertising agency and their client, and we continue to design and develop numerous projects for them.



PURL Case Study

CATEGORY: B2B

CLIENT: Enterprise-class Content Management System (CMS)

PROJECT: strategy, design and production for multi-channel marketing initiative including PURL.

OBJECTIVE:

This global client developed software that allows individuals at large organizations the ease and flexibility to manage multiple websites at once – in addition to translating content into local languages automatically. With this system, users can change graphics to one site but not another, while keeping copy consistent for both, for example; conversely, they can upgrade graphics & branding across several sites with the push of a button.

The objective was to develop a lead-generation program that contacted high level targets and incentivized them to respond.

CHALLENGE:

The cost of the WCMS limited the audience to a specific, high-value target group. The client's marketing budget was a factor, as more than half was directed toward incentives.

APPROACH:

Unik Adv recommended a multi-channel approach, such as:

- Initial postcard mailed with a PURL
- Follow-up email deployed to same audience
- PURL took recipient to a personalized landing page where we captured lead data, which we batched and released to client for follow-up
- Email automatically sent to responder with access to incentives and link to client's website
- Client's sales team would follow up on leads

RESULTS:

The multi-channel campaign Unik Adv recommended allowed a maximum number of touch points on a limited budget, exceeding all the requirements and limitations. It was a highly successful lead generating program for a highly-specified audience.



CATEGORY: Wine and Spirits
TARGET AUDIENCE: Military
PROJECT: Acquisition Initiative

OBJECTIVE To drive web traffic to military-specific wine and spirits outlets, with special emphasis on brand.

CHALLENGE

The agency for the client needed to reach a military population with a special offer, designed to drive both floor traffic to the PX with an emphasis on special promotions for a specific brand of wine and spirits.

However, the population needed to be both military and over 21 years of age. The client was unsure how to reach such a select group.

The agency approached Unik Adv for help. We reviewed their offer and creative and provided a solution.

APPROACH

Unik ran searches through its military personnel datamart to target current military, veterans and their families, micro-targeting by age and geography.

We further coded the agency’s creative, hosting images and taking other delivery-friendly steps to ensure recipients’ receipt.

RESULTS

Both the agency and its client were thrilled with response. While neither the client nor the agency revealed conversion (which is standard), we were able to produce powerhouse open and click rates that drove traffic to bot the website and to the PX stores.

This agency and its client continue use Unik Adv for all its email marketing needs—recently shifting from two other email vendors to Unik Adv, as a direct result of 1) the ease of working with us; and 2) the performance of our data.



You are receiving this email because you have opted in to receive third-party partner promotions. If you wish to unsubscribe from future emails, please <https://www.militarysavings.com> or email your request to 84 Business Park Drive, Suite 113 Armonk NY 10904.

CATEGORY: Insurance – Student Life Insurance Initiative

TARGET AUDIENCE: Parents of Students

PROJECT: Acquisition Initiative – Data Capture Landing Page



Email



Landing Page

OBJECTIVE To drive web traffic to custom-built, campaign-specific data capture landing page using email, targeting affluent parents of students.

CHALLENGE

The client was interested in testing an online approach that reflected the tech-savvy aspects of its target demographic. However, having only a history with direct mail, the client was unsure of the correct online approach.

Unik Adv reviewed the existing direct mail creative and outlined some areas that would not translate well into an email creative. The general agency appreciated our commentary and conveyed our comments to the client. Armed with our creative analysis, the agency and their client made a case to internal stakeholders to proceed with a custom-tailored email/landing page campaign.

APPROACH

The general agency asked Unik Adv to develop new creative based on our experience and expertise. We designed and coded the creatives and hosted the landing page. Additionally, we secured a list of recipients utilizing our white-label database of over 220 million email addresses with more than 150 selects.

RESULTS

The general agency was extremely appreciative, as our proactive stance increased their image in the eyes of their client—and the client was impressed with the increased metrics.

Unik Adv's creative performed exceptionally well, generating more than twice as many applicants as the previous initiatives—open rates fell in the middle teens in terms of percent, and click through rates (CTR) were in the 20% range, more than double the standard industry average.



PREMIER INSURANCE PROVIDER: SALES COLLATERAL

INTRODUCTION

A premier insurance provider asked Unik Adv to develop a marketing campaign to educate both its sales force and customers on a new insurance product. Unik Adv designed and produced a postcard mailing and sales collateral.

TARGET AUDIENCE

The target audience consisted of brokers, banks, credit card issuers, associations and affiliation groups.

OBJECTIVE

The objective was to create a common, streamlined message that would educate, drive sales, and build the client's brand. The look and feel to this communication created trust and transaction.

APPROACH

The sales collateral offered the value proposition coupled with a basic product outline including: benefits and limitations, eligibility, value-added features, target audience, requirements, and next steps. It outlined the required core attributes by MasterCard and Visa as well as offerings that could be considered revenue generating or product enhancement services.

RESULTS

The program facilitated quick and easy understanding of the coverage, terms and conditions in clear, concise language. It convinced clients that the product coupled with its high level of service excellence was a superior alternative to the card association sponsored programs insured by the competition.

The creative was so successful it became the standard, directing the look and feel of future efforts. The client repeatedly asked Unik Adv for creative development.



GLOBAL INSURANCE SERVICES PROVIDER:

CHANNEL: COLLATERAL MATERIAL

INTRODUCTION

A global insurance services provider developed a ground breaking service for its corporate resellers, an identity theft product—which provided assistance after identity theft had taken place, helping victims restore their good names.

TARGET AUDIENCE

The target audience consisted of brokers, banks, credit card issuers, associations and affiliation groups.

OBJECTIVE

Unik Adv was tasked with the unique challenge of bringing this service to the marketplace, adhering to our client's strict branding guidelines while designing and producing a product sheet that conveyed the power of this service, thereby assisting our client's agents in selling it to its corporate resellers. In addition, our client's brand was not well-known in the US marketplace, and this product served as an introduction to our client, as well as to their services.

CHALLENGES

We were asked to create a concept that incorporated the brand guidelines while providing a unique position for the new product launch, by communicating the features and benefits of the product, while at the same time, being flexible enough to adapt to four specific prospect- and customer-categories.

APPROACH

Unik Adv strategically designed the material to emphasize the most appealing aspects of the program to the target, such as supplying the ID theft victim with an assistant that walks him / her through the process. We removed details summarizing varying levels of service, as this information would be conveyed during discussions between our client's agents and their prospects. At that point, agents would outline other packages available for differing budgets.

In essence, instead of a simple leave-behind, Unik Adv augmented strategy to convert the collateral material into an opportunity for lead generation.

RESULTS

The creative we developed not only successfully captured their unique brand identity, but assisted with securing many of their largest clients.

Based on the success of this program, our client asked use to design and produce future product sheets, sales slicks and other outreach initiatives.



This program served as an introduction to a mutually rewarding relationship between Unik Adv and our client, and we continue to design and develop numerous projects for them.



CATEGORY: Real Estate – Rent and Purchase
TARGET AUDIENCE: Students, Parents of Students and Affluent Homeowners
PROJECT: Acquisition Initiative – Web Traffic Driver

OBJECTIVE To drive web traffic to clients' websites using email, targeting students and affluent home buyers.

APPROACH: Over the years, Unik Adv has developed a long, successful history of real estate marketing to a number of target audiences, from students and their parents for off-campus housing rentals to affluent home buyers looking for a second or vacation home. We deploy hundreds of such campaigns every year.

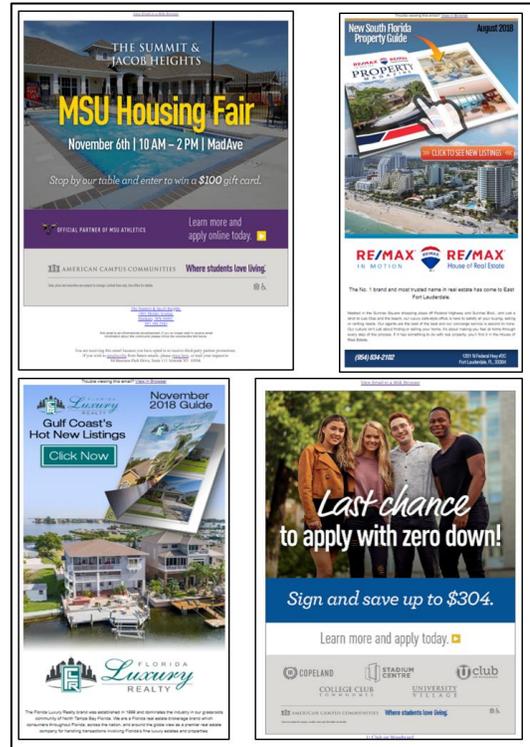
They include everything from simple, static .html, text (SMS) messages and/or rich media, including animated .gif, digitized catalogs and video amongst their many versions.

RESULTS

Our real estate marketing clients typically see more interest and site traffic than their other media efforts. These programs continuously prove to be successful efforts with remarkable open rates and click-throughs. Our averages are outlined below:

- Open rates: 21.3411%
- CTR: 2.23499%
- SMS CTR was 41.2117%

This is not to say that past or standard performance is any guarantee of future results, but Unik's ability to target through multiple channels and platforms provide our real estate clients with the success they need to achieve awareness, resonance and KPIs.



CATEGORY: B2B – Lending
CLIENT: Financial Services
PROJECT: Loan Application Acquisition

OBJECTIVE

- 1) Primary: To drive business loan applications to SMBs using email.
- 2) Secondary: increase deliverability to their inhouse data file.



CHALLENGE

Our direct client reached out to us, looking to generate new business loan applications. They needed creative and a good set of new prospects. After several discovery sessions, Unik learned the client had their own database but had a high number of undeliverables and spam complaints, that caused their SMB email deployment platform to eject them for abuse. This was the reason they reached out to Unik.

APPROACH

Unik developed creative, including copy and graphic treatment reflecting the company’s brand and key messaging hierarchy. They were delighted.

We developed a target pool of small- to mid-sized business owners and financial officers (in companies with up to 100 employees).

Moreover, we suggested cleaning, verifying and validating their data using the same data hygiene process we implement for our own data. This was to see which email contacts were still viable in a list that would have otherwise languished.

RESULTS

Our email creative and deployment performed well within expected parameters, producing an open rate over 18% and a click-through-rate well above 2.5%. This spoke not only to the quality of the list and our delivery system, but to exceptional subject line and from line strategy and exemplary creative that resonated with the target audience.

However, the real story was around the client’s inhouse data file. After cleaning the file through Unik’s email verification process, we were able to identify and remove bad addresses, which totaled 46% of the client’s data. Thereafter, we implemented our email validation process, and removed any false-positives not identified through the verification process, and reduced the file by a further 22%. All told, the number of records the client could confidently target was just a third of their original list. This explained the issues they had with their “off the shelf” deployment company.



They asked Unik to deploy to this reduced list using our own deployment platform and its set of white-listed, rotating IPs. Their deliverability was nearly perfect (99.8%), with no hard bounces or spam complaints. Unsubscribes were in the single digits.

The open- and click-through rates were astonishing:

- Open rate: 28.64321%
- CTR: 4.862%

Unik provided a postal match to the records on the client's data file.

The client saw a dramatic uptick in applications that more than tripled their previous email marketing initiatives.

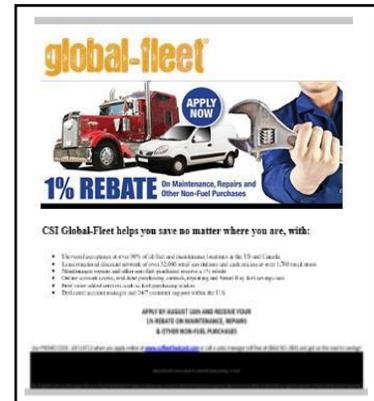
CATEGORY: B2B - Transportation Marketing (Trucking)

CLIENT: Financial Services for Transportation (Trucking) Industry

PROJECT: Credit Card Acquisition for Transportation (Trucking) Industry

OBJECTIVE

To increase applications for financial services using email – specifically, to drive card applications for the trucking industry across the US and Canada.



CHALLENGE

Our agency partners provided the artwork that was created in-house by the client, as the target audience requirements and subsequently deployed the creative as requested. Unik Adv was tasked with targeting the appropriate segment of B2B trucking companies within the pre-selected geographic segments.

However, due to draconian email marketing laws of Canada, the target audience was unreachable through traditional email marketing.

APPROACH

Given a proactive consultative role in which we were given the opportunity to suggest possible revisions to the target audience, we made results-orient recommendations.

This included targeting both US transportation and trucking companies, along with their Canadian counterparts who had officers with US-based email addresses.

Unik Advertising deployed the campaign with these segmentation changes.

RESULTS

Due to Unik’s revisions to the target audience, the revised campaign resulted in an exceptional increase in both open rates and click-throughs over industry norms:

- We saw an average open rate of 20.5445% across three deployments
- This was accompanied by an average 2.8784% CTR across those same deployments

The client maintained that Unik Advertising’s recommended list produced more opt-ins than any other single list. The client happily reported their best performance of an email solicitation for these hyper-targeted credit card. After the success of this campaign, the client has agreed to continue to utilize Unik Advertising’s services for future programs.



CATEGORY: Gaming and Sports Betting
TARGET AUDIENCE: Online Gambling Enthusiasts
PROJECT: Acquisition Initiative – Web Traffic Driver

OBJECTIVE To drive web traffic to the wager website using email, targeting those specifically interested in NFL and College Football betting.

CHALLENGE: As legalized wagers on professional and amateur sports opened up in May 2018, our client sought to capitalize on a new and dynamic target audience.

APPROACH: Reviewing the available records, numbering in the tens of millions, Unik was able to narrow the targeting field by age, income and past affiliation with online sports betting, to over 7MM records. In addition, we had millions of matching SMS records available.

The client retooled their strategy, armed with this new channel for messaging. They designed the creative for email and wrote a short piece for SMS messaging. After testing and approval, we deployed the campaign for them.

RESULTS

Our sports betting client maintains that Unik Adv's multi-channel approach yielded more interest and site traffic than anticipated. This program proved to be a success with remarkable open rates and click-throughs:

- We saw an open rate of 19.1134%
- And a CTR of 1.899%
- SMS CTR was 39.447%

Unik's ability to target through multiple channels and platforms provided the client with the success they needed to launch future campaigns to a similar, but expanded, target audience.





CATEGORY: Gaming and Sports Betting

TARGET AUDIENCE: Gambling Enthusiasts, Vietnamese Heritage

PROJECT: Acquisition Initiative – Web Traffic Driver

OBJECTIVE To drive web traffic to the wager website using email – with specific language requirements.

CHALLENGE: With the recent ruling by the US Supreme Court that struck down a 1992 federal law that effectively banned commercial sports betting in most states, which opened the

door to legalizing wagers on professional and amateur sports in May 2018, our client was one amongst a group of marketers vying to reach this previously untapped target audience. Adding to the challenge was the niche focus on ethnicity, specifically those with a Vietnamese heritage.

APPROACH: Working within the strict confines of the target demographic, Unik was able to identify over 125,000 records meeting the designated criteria.

The client designed the creative, writing copy in-language and, after testing and approval, we deployed the campaign for them.

In a bold move, the client designed creative with all body copy written in Vietnamese. Unik deployed using the following subject line, complete with non-standard English characters:

Tiêu khiển sau những ngày giờ miệt mài làm việc

History and experience have suggested that non-standard characters can often times hamper response. But due to the nature of the campaign, these elements were a requirement for successful messaging.

RESULTS: Our campaign yielded terrific average opens and CTR, in the 19% open range and the 2+% CTR range – possibly due to the under-severed nature of both the population and the industry.

More remarkable, the unique characters not only did not hamper open rates, they actually enhanced them. Elemental to this success was Unik’s excellent IP reputation, which allowed for complete deliverability, passing through all ESP spam filters.

This program became so successful for the client that we’ve continued to deploy for them on an on-going basis.





CATEGORY: B2C – General Audience

CLIENT: Telecom

PROJECT: Acquisition Initiative – Web Traffic Driver

OBJECTIVE

To drive web traffic to the telecom’s website using email – with specific incentives and web support.

CHALLENGE

Our agency client needed assistance securing a bid for a telecom prospect. With a minimum budget they needed to make a big impact. We proposed a full email, digital and social media blitz. After further discussion with the telecom prospect, the agency needed to slash budget once again.

APPROACH

Reviewing average industry response rates, Unik recommended an email-only push to accommodate budget, with an eye toward incorporating other elements on future campaigns. The agency agreed, pitched it to their prospect and won the bid.

Unik was then tasked with targeting the right audience. It was a general audience based on zip code, age and HHI with over 30,000,000 records available.

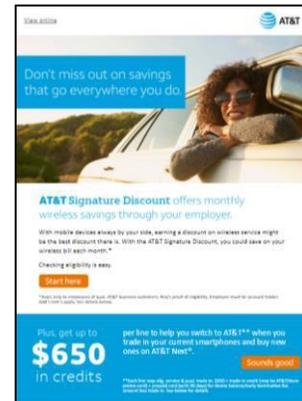
The agency designed the creative and, after testing and approval, we deployed the campaign for them.

RESULTS

Our initial campaign for this telecom yielded above average opens and CTR, in the 12% open range and the 1.75% CTR range – respectable, but not remarkable.

However, they reported KPIs higher than any previous online initiative, with an identifiable spike in web traffic and total number of conversions.

This program became so successful for the telecom client (and for the agency) that we’ve continued to deploy for them on a monthly basis for the past four years, with no sign of slowing down.





CATEGORY: B2C – Recent College Graduates Auto Deployment

CLIENT: Regional Car Dealerships Group

PROJECT: Foot Traffic Driver

OBJECTIVE

To drive foot traffic to car dealerships using email – with specific incentives and web support.

CHALLENGE

Our regional car dealerships group client provided creative, and asked Unik to review, and then after revisions, set up an email deployment targeting recent college graduates in a number of zip codes surrounding the dealerships.

APPROACH

Unik suggested a copy overhaul – streamlining content, replacing words with graphics for speedy readability. We also suggested retaining content but placing it on a landing page where interested recipients could learn more. Finally, we suggested moving up the offer so that recipients would see it without scrolling through several screens.

Unik then identified a target sample of over 200,000 campaign-appropriate recipients in various zip codes around the designated dealerships.

After testing and approval, we deployed the campaign.

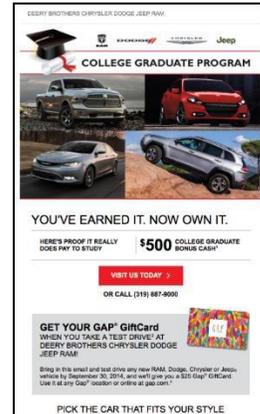
RESULTS

Our regional car dealerships group client claimed that Unik Advertising’s data produced more interest in the new line of vehicles than their Facebook advertising and social media efforts combined.

This program proved to be a success for the client with remarkable open rates and click-throughs:

- We saw an open rate of 21.2122%
- And a CTR of 1.998%

Unik provided a postal file for attribution and match-back purposes at no additional charge.





CATEGORY: B2C – Auto Intenders
CLIENT: Global Car Manufacturer
PROJECT: Traffic Driver to Car Manufacturer Site

OBJECTIVE
To increase traffic to car manufacturer site using email – specifically, to drive interest in latest line of vehicles across the US.

CHALLENGE
Our agency partners developed a pitch to their global car manufacturer client, suggesting an email deployment targeting auto intenders by school from which the audience graduated.



Unik Adv was tasked with targeting the appropriate segment of B2C audience within the preselected geographic segments.

APPROACH
Using our unique ability to provide marketers with alumni data, we set up the program to drop to over 500,000 recipients across the US, based upon this list of schools provided.

We have a successful history of deploying similar alumni-based campaigns, and based on that, Unik Advertising deployed the campaign with these segmentation specifics.

RESULTS
The campaign performed excellently as determined by open rates and click-throughs:

- We saw an open rate of 19.6212%
- And a CTR of 2.319%
- This yielded a dramatic spike in traffic, as shown by the end-client’s raw server logs

The agency client claimed that Unik Advertising’s data produced more interest in the new line of vehicles than their Facebook advertising and social media efforts combined.



CATEGORY: B2B

CLIENT: Business Machine Manufacturer

PROJECT: Institutional Marketing Welcome Kit to Email Append Prospects

TARGET AUDIENCE: Mid-level Marketing Managers, Purchasing Agents and Mailroom Managers

OBJECTIVE:

A large business-to-business client needed to communicate with its new institutional customers through a quick, flexible channel, and chose email messaging.

CHALLENGE:

Unik Adv was asked to append email addresses to this contact data using our B2B email file.

Further, as part of the append process, we needed to develop a Welcome Email to introduce online communications to the customers as they had not previously supplied their email addresses.

We were tasked not only with the append, but with designing a Welcome Kit that would remain stable in terms of look and feel, while conveying appropriate branding, and still vary according to product.

APPROACH:

The initial Welcome Kit was designed to address multiple objectives:

- 1) to outline the benefits of the product and service offerings
- 2) convey what type of information would be sent to them in future email communications,
- 3) provide them with an opportunity to decline from receiving future emails
- 4) allow the company to confirm the deliverability of each email address

Every Welcome Email was carefully designed to utilize best practices, such as the following:

- A clear From Line
- A clear statement as to why they were receiving the email. This was included as either a header at the top of the email, or as part of opening sentence in the email
- A clear statement as to how to decline from receiving future emails. While Unik Adv did not host the unsubscribe page for this program, we have this capability. We incorporated the client's unsubscribe link into the appropriate location in the email message.

RESULTS

After we produced a 37% match rate to the append, the client reported fewer than 2% opt-outs of customers after receiving the Welcome Kit.

The program performed exceptionally well and continues to be a key portion of their "Welcome" campaigns. Unik Adv has leveraged this experience to work with other Marketing areas within this client organization.



CATEGORY: Recruitment / Talent Acquisition Marketing

CLIENT: Government Intelligence Agency

PROJECT: Recruitment Drive through Email

OBJECTIVE

To increase recruitment for a government intelligence agency



CHALLENGE

A large government intelligence agency wished to recruit new candidates. Their general advertising agency—well-versed in advertising but somewhat lacking in direct Marketing, and especially so in email messaging—developed an email in-house.

Unik Advertising reviewed the creative prior to deployment and outlined some flaws in the creative. The general agency appreciated our commentary but asked we send the email as it was, due to the arduous approval process within the government agency.

We deployed as proscribed, and as predicted, the open response was within industry average parameters (suggesting the subject line was fine), but the click-through rate was low, indicating that either the offer was not strong enough, or the creative did not entice recipients to act.

APPROACH

The general agency agreed to have Unik Advertising develop new creative based on our experience and retest this program. Due to the me-limitations imposed on us by the offer deadline, Unik Advertising developed new creative - and received official approval - in forty-eight hours.

Unik Advertising did not charge for this additional design, or for the additional deployment. The general agency was extremely appreciative, as our proactive stance increased their image in the eyes of their government client – and increased their metrics.

RESULTS

Our creative performed exceptionally well, generating more than twice as many applicants as the previous deployment – open rates remained in the middle teens in terms of percent, but click through rates (CTR) were in the 20-percent range, more than double standard industry average.



CATEGORY: Recruitment / Talent Acquisition Marketing

CLIENT: United States Military

PROJECT: Recruitment Drive through Email and Mobile Marketing

OBJECTIVE

To increase recruitment for one of the United States Military forces



CHALLENGE

One of the US military forces wanted to increase its recruitment efforts. Their agency contacted Unik Advertising through several intermediaries.

Unik Advertising reviewed the campaign and proposed supplementing the email creative with a simple text message.

APPROACH

The agency agreed. Targeting only those mobile users who had matching email addresses on file was of paramount importance.

Choosing the appropriate call to action (CTA) required extensive discussion. A keyword to a short code were used in addition to a clickable link to the landing page.

The email was deployed three times with each SMS deployment.

RESULTS

The program performed quite well, with a marked increase over previous deployment – open rates appeared in the upper teens in terms of percent but click through rates (CTR) were over 20 percent range.



CATEGORY: Recruitment / Talent Acquisition Marketing / Telecom

CLIENT: Telecommunications Giant

PROJECT: Recruitment Drive through Email

OBJECTIVE

To increase recruitment for one of the nation's largest telecommunications firms.

CHALLENGE

One of the nation's largest telecommunications firms needed to increase its recruitment efforts, especially during the summer months with the release of a new phone that would generate enthusiasm and long lines at its stores. Their agency contacted Unik Advertising through several intermediaries.

Unik Advertising reviewed the campaign and proposed that, instead of supplementing the email creative with a simple text message, we dedicate the extra budget to additional email deployment. We made this suggestion considering that this telecom giant could text out its messages on its own.

APPROACH

The agency floated the idea. The telecom provider agreed on an increase in email but did not deploy the text messages.

We selected the right target audience – college students and recent college graduates in specific geo / zip locations.

Our deployment matrix increased from a standard three-point touch to nine. Creative and subject lines were switched out to messaging fatigue.

RESULTS

Based on Unik's suggestions and deployment abilities, the enhanced campaign presented an extraordinary surge in both open rates and click-throughs over past performance:

- The average open rate for all nine deployments was 18.6419%
- CTR for the same averaged 2.2863% CTR across those deployments

Revised creative and updated subject lines helped keep the messaging relevant and fresh in the minds of the recipients, and Unik's revised roadmap for increased email touchpoints led to the telecom's highest recruitment numbers since the start of their email initiatives 36 months before.





CATEGORY: B2C - Clinical Trial Participant Acquisition

CLIENT: Pharmaceuticals Manufacturer

PROJECT: Source and Contact New Clinical Trial Participants through Email

TARGET AUDIENCE: Young Adults Suffering from ADHD and Care-Givers of Children with ADHD

OBJECTIVE

To reach young adults suffering from ADHD, and care-givers of children with ADHD, to encourage participation in clinical trials of new medication.

CHALLENGE

A pharmaceutical company was bringing a new ADHD medication to market and was seeking clinical trial participants. However, the company did not a large enough sample size from previous outreach initiatives.

Their list broker agency reached out to Unik Adv for help.

APPROACH

Unik Advertising reviewed the client's previous email marketing efforts and delved deeper into their audience selects.

Past campaigns included lengthy disclaimer information and the participants' informed consent at the top of the email creative. While this information is vital to the success of the campaign from both an ethical and legal perspective, it hampered response in the past because the call-to-action (CTA) was buried down at the bottom. Further, the company provided too many links to additional information unrelated to the core messaging (such as YouTube video of common ADHD symptoms).

In the interest of providing key messaging quickly, Unik recommended streamlining the messaging. Our initial strategy was to incorporate a link to a micro-site outlining the regulatory issues and informed consent—or barring that, re-arranging the messaging so that the disclaimer information and non-primary links would appear toward the bottom of the email creative.

Once their legal review team gave their blessing, their general agency redesigned the creative and we were able to deploy the email out to several million self-identified sufferers of ADHD and the care-givers of those under 18 years old (Unik does not deploy email to anyone aged 17 or younger).

As in previous client-agency relationships, the general agency developed creative and the list brokerage agency tasked Unik with the deployment of the campaign.

RESULTS

The campaign deployed over the course of several hours due to the size of the initiative. We monitored opens and clicks and the client provided independent verification through raw server logs of their landing page metrics.



Open rates hovered around 20% and clicks were a remarkable 3%. This suggested that the creative was solid based on our recommendations for a creative refresh, and that our data performed with a degree of excellence the company had not seen before.

Based upon the success of this campaign, the client(s) and Unik are now discussing follow-up campaigns to encourage physician participation in clinical research, possibly incorporating adequately compensating physicians for referring patients to clinical trials to enhance patient recruitment. But this is still a discussion-only topic at this stage.



CATEGORY: B2B

CLIENT: Business Machine Manufacturer

PROJECT: Creative design and development of multi-channel direct Marketing program, including self-mailer and personalized URL

TARGET AUDIENCE: Mid-level Marketing Managers, Purchasing Agents and Mailroom Managers

Objective

Through its relationship with the general Advertising agency, the client wished to set appointments with key decision-makers at its top targeted accounts in both the United States and in Canada. The products being marketed were several lines of high-ticket business machines. The main Objective was to accelerate sales' prospecting activities and increase the number of face-to-face meetings with key target account contacts.

Challenges

The general Advertising agency was ending a troubled relationship with another direct Marketing agency. Unik Advertising was asked to continue the program that had begun with the former agency, while improving upon the lackluster results of those earlier campaigns.

Getting through the mail-box clutter and gate-keepers was especially difficult due to the level of professional targeted. Unik Advertising was asked to design and develop a concept that incorporated high-impact incentives and utilized traditional direct media with cutting edge technology – personalized URLs.

Approach

Unik Advertising strategically designed the package to emphasize the most appealing aspects of the program to the target, emphasizing the incentives, the call to action and the PURL. We removed extraneous details while incorporating mandatory brand messaging.

Results

Our campaign produced over 10% open rate – which is industry standard and in-line with normal parameters. Click Rate also fell within standard industry parameters, about 10%.

What makes this worthy of a case study was the conversions. These were high-priced ticket items, each costing several tens of thousands of dollars. From a simple email campaign like this, they were able to sell and develop ongoing relationships with a number of high-value customers.

Our client gladly informed us that the creative concepts we developed not only successfully captured their unique brand identity, but they far out performed all previous efforts at direct Marketing. This initial program served as an introduction to a mutually rewarding relationship between Unik Advertising, the general Advertising agency and their client, and we continue to design and develop numerous projects for them – all due to the success and conversion of this campaign.



CATEGORY: B2B

CLIENT: Enterprise-class Content Management System (CMS)

PROJECT: strategy, design and production for multi-channel Marketing initiative

TARGET AUDIENCE: C-level, VP and AVP Marketing Managers

OBJECTIVE:

This global client developed software that allows individuals at large organizations the ease and flexibility to manage multiple websites at once – in addition to translating content into local languages automatically. With this system, users can change graphics to one site but not another, while keeping copy consistent for both, for example; conversely, they can upgrade graphics & branding across several sites with the push of a button.

The Objective was to develop a lead-generation program that contacted high level targets and incentivized them to respond.

CHALLENGE:

The cost of the WCMS limited the audience to a specific, high-value target group. The client's Marketing budget was a factor, as more than half was directed toward incentives.

APPROACH:

Unik Advertising recommended a multi-channel approach, such as:

- Initial postcard mailed with a PURL
- Follow-up email deployed to same audience
- PURL took recipient to a personalized landing page where we captured lead data, which we batched and released to client for follow-up
- Email automatically sent to responder with access to incentives and link to client's website
- Client's sales team would follow up on leads

RESULTS:

The campaign was a solid success, generating opens above 15% and CTR above 10%. But of key concern to the client was the conversion rate.

The CMS being Marketing here had a high dollar value and the client hoped for a single conversion point (1%); they more than tripled that on a budget that was a mere fraction of the cost of a single CMS install.

In the end, this multi-channel campaign which Unik Advertising recommended allowed a maximum number of touch points on a limited budget, exceeding all the requirements and limitations. It was a highly successful lead generating program for a highly-specified audience.

APPENDIX A – COMMON E-MARKETING PHRASES DEFINED

- **“Clicks”/Click-Through-Rate (CTR) / “Unique Clicks”**: a metric outlining the number of individuals who used a hyperlink contained in the body of an email message.
- **Bounce**: In computer jargon, a *bounced* e-mail is one that never arrives in the recipient's inbox and is sent back, or *bounced back*,
 - Soft Bounce: when a perfectly good email message is not delivered to an email address that is valid and in-use because of reasons to do with the email address (e.g., the inbox has too much unopened mail in it)
 - Hard Bounce: when an email is sent back to the server because the address to which it was sent is not valid
- **From Line**: the information contained in the area of an inbox that describes from whom the email is sent
- **Firewall**: A system designed to prevent unauthorized access to or from a private network. Firewalls are frequently used to prevent unauthorized Internet users from accessing private networks connected to the Internet. All messages pass through the firewall, which examines each message and blocks those that do not meet the specified security criteria.
- **Keyword**- A word or name used to distinguish a targeted message within a Short Code Service.
- **Open Rate / “Opens” / “Unique Opens”**: a metric describing the number of individuals that opened an email message
- **“Scrub”** – to clean; in data hygiene, it means to take clean out bad records and replace them with good ones.
- **SMS (Short Message Service)**- A standard for telephony messaging systems that allow sending messages between mobile devices that consist of short messages, normally with text only content. (Text Message)
- **Short code (Common Short code)** - Short numeric numbers (typically 4-6 digits) to which text messages can be sent from a mobile phone. Wireless subscribers send text messages to common short codes with relevant keywords to access a wide variety of mobile content.
- **Subject Line**: the title of the email message, usually shown in an email inbox along with the From Line.
- **Unique Records**: each individual contained in the database.
- **White List / Personal White-listing**: In Internet terminology, a generic name for a list of email addresses that are spam-free. White lists are used frequently with e-mail applications to allow users to compile lists of senders they wish to receive e-mail from. This list overrides any blacklists and spam filters and allows the e-mails to be delivered to the user's inbox instead of filtered out as spam.