

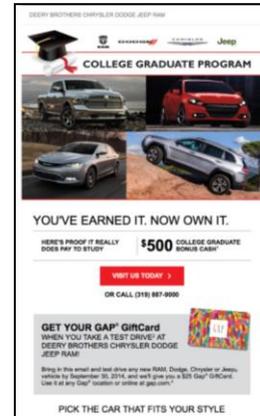


## UNIK ADVERTISING - CASE STUDIES

**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 pre-selected 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 - 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-oriented 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:** 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 time-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:** Customer Acquisition Marketing

**CLIENT:** Telecom

**PROJECT:** Match & Deploy New Customer Drive through Email

**OBJECTIVE**

To reach an in-house prospect file for an enterprise-level telecommunications company

**CHALLENGE**

An enterprise-level telecommunications company wished to target its list of millions of prospects via email. However, the company did not have permission to contact them because their list of prospects was not opt-in.

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

**APPROACH**

Unik Advertising reviewed the client’s file and performed a match between their file and our database of over 200,000,000 opt-in, Can-Spam Compliant records.

We were able to match 62% of the records – which is an astounding number for match back campaigns. Typical match rates hover between 20% - 40%.

The general agency developed creative and the list brokerage agency tasked Unik with the deployment of the campaign, since our file is 100% opt in, with each record date-and-time stamped for the moment of opt-in.

**RESULTS**

Our data showed prodigious metrics, with opens over 22% and CTR north of 2.75%.

With such stellar performance, Unik parlayed this initial campaign into an on-going deployment campaign, deploying every month for the past two years, where we continue to see 40%-70% match rates.





**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 marketed 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 e-mail 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.