

The Goals:

- Increase response and ROI
- Provide relevant, granular, track-able reporting
- Effectively engage an historically difficult target market to reach

Goals were set against a previous base level Intel campaign, with a similar strategic partner and budget

The Results Using Mahoney1:1 Solution

- 451% increase in response
- Ongoing, real-time reporting provided to client's satisfaction
- Dialogue with target market more than quadrupled

The Tactics:

- Built target database from client-provided list and purchased list
- Merged, purged, cleansed database
- Targeted Fortune 2000 "C" level executives (CEO, CIO, CFO, IT) in healthcare and financial services
- Created eight relevant messages for targets
- 1:1 direct mail – 2 pieces
- 1:1 email – 2 drops
- Customer response instantly emailed to sales team
- Daily and weekly reports to client detailing lead response and activity on personal URLs
- Campaign summary report detailing client response, activity, efficacy of database lists

The Mahoney Company: Industry Leaders Reach a Tough Target

CASE STUDY

The Situation / Goals

Two tech giants, Intel and Hewlett Packard, formed a strategic alliance along with Hyperion, a global leader in Business Performance Management software, to support the release of Hyperion™ System 9. Hyperion's BPM software is marketed to C-level officers in Fortune 2000 companies, an historically difficult target market to engage.

A new way of communicating with the target market was needed to get Hyperion's messaging beyond the gatekeepers and into the hands of the executive contacts. Intel approached The Mahoney Company with this challenge, and tasked Mahoney with developing and managing a campaign that would outperform previous campaigns in terms of response, reporting, and return on investment. This was the first time The Mahoney Company provided services for this client.

"The project deliverables on this campaign were outstanding."

Dan Johnson
SRM | Intel

The team would use real-time campaign results to further sales and marketing efforts, as well as measure overall campaign performance. They needed a system of tracking and reporting capable of including highly detailed and timely information.

The Solution

A consistent, relevant, heavy multi-channel campaign.

The Mahoney Company implemented a 1:1 marketing multi-touch campaign to reach each contact with a heavily personal, relevant message. Messaging was initially determined by the contact's industry and position. The audience was comprised of officers in four positions in the healthcare and financial service industries: CEO, CIO, CFO and IT.

Initial contact was made using a highly personalized, three-dimensional mailed piece, aimed at getting past the gatekeepers and into the hands of the target audience. Once in the recipient's hands, the content led them to the next step – a personal URL website featuring unique content relevant to each contact's industry and position, including survey questions, case studies, and white papers. The piece included an imaginative incentive for visiting the personal URL – a donation made by the client, on the contact's behalf, to a non-profit organization of the contact's choice.

The piece was supported by relevant and personalized email, and a two-dimensional mailed piece, each aimed at driving the contact to his personal URL.

“The information behind the response is what is important... with the methods used and reports provided by Mahoney, this is VERY succinct information, and lets us engage these contacts, ongoing, in the most meaningful way.”

Marc Micek | Senior Business Development Mgr. | Hyperion

“Running a campaign that is very track-able and reportable is very important to Intel. The tracking and reporting for this campaign were cutting-edge...the flexibility of the solution enables us to instantly and easily change the campaign midstream to increase response and ROI.”

**Dan Johnson
SRM | Intel**

Personal URL

The project team learned about each lead from their actions during his or her personal URL visit. A sales team member was instantly notified by email when a contact visited their site, driving further action based upon what they saw and how they responded.

A follow-up email to the contact was automatically generated, containing relevant information about the contact’s site visit. For example, they may have received confirmation of their request to be contacted by a sales team member, or they were provided an offer to visit the site again if they did not complete the survey.

Reporting and Action

Instant, granular reporting was provided throughout the campaign. Real-time information about the campaign’s results could be clearly showed and shared among the stakeholders and their organizations. Reports showed which lists, verticals, and titles were generating the most response, thus allowing the team to hone the message accordingly.

Ongoing reporting kept marketing funds directed toward the most successful aspects of the campaign. Up to the minute information was used to make strategic decisions about messaging, incentives and direction throughout the campaign. Each report included extensive data about the lead. A dialogue with the lead was established through the URL, giving the sales team direct insight about what the client knows and wants.

Base Level Campaign*	
Response Rate	0.71%
Mahoney1:1 – Hyperion / Intel / HP CXO Campaign	
Response Rate	3.24%
RESPONSE RATE INCREASE	456%
<small>*Rate taken from an Intel Campaign with a similar ISV.</small>	

Seamless Project Implementation

Each component of the campaign had to be in step with all other components in order to maximize effectiveness. The Mahoney Company centrally managed and implemented all aspects of the campaign, including creating the target market database, messaging, creative and visuals, incentive program, campaign direction and production, including personal URLs. In addition, Mahoney designed and implemented the tracking format, real-time reporting, and final comprehensive campaign result reporting.