![messagepoint®]

Improving Business Agility, Efficiency and Response Rates with Messagepoint

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ABOUT THE COMPANY

IWCO Direct® (IWCO.com) is one of the largest providers of direct marketing solutions in North America. Earning customers' trust by collaborating with North American marketers for more than 50 years, the company has a full range of direct mail and marketing services across all channels including print, email, SMS, Web and social media.

Guided by the "Power Your Marketing™" approach, the company produces highly personalized paper-based and digital marketing programs with impactful design, disciplined execution, and measurable response to inspire performance across all marketing channels.

CHALLENGE

Improving Client Results through Personalization

IWCO Direct needed a solution that could help them micro-segment audiences to fully leverage personalization and targeted messaging. The team was looking to maximize response rates for their client's direct marketing campaign strategies, leveraging their variable data publishing infrastructure across both print and digital channels.

Empowering Clients with Content Authoring

IWCO chose Messagepoint due to the ease with which business users could dynamically target content to different customer segments, driving increased personalization in their campaigns. They saw the value in enabling their clients to directly create, manage, test, and approve the messaging, rules, and personalization within the communications. The ability to involve their clients in these processes and generate proofs and tests without the involvement of IT or technical resources would generate significant business agility and accelerate time to market.

On top of this, IWCO Direct valued the solution's ability to provide a content hub for centralized control of campaigns. This would give each client valuable oversight and control of messaging and rules across all campaigns, while still enabling granular control for regional level communications.

Leveraging Messagepoint, IWCO Direct is able to provide their clients and their own teams with an intelligent content hub that streamlines content authoring and management, while also supporting improved response rates of marketing communications as a result of enhanced personalization.

With Messagepoint in production since 2015, their use of the solution has grown over time. When Messagepoint introduced its AI-powered Content Intelligence engine, MARCIE, the team at IWCO saw the ability to tackle two additional challenges — onboarding and content optimization.

In 2020, IWCO began leveraging Rationalizer, Messagepoint's content migration and optimization solution powered by MARCIE, to accelerate and streamline the onboarding, analysis and optimization of customer content and touchpoints. The team valued MARCIE's Intelligent Ingestion process for analyzing and automatically tagging content to save considerable time manually scanning paper documents. They also valued Rationalizer's MARCIE-powered dashboards that highlight matching and similar content across large numbers of communications to reveal opportunities to consolidate and improve existing content.

> *"Rationalizer has enabled us to accelerate the onboarding process by easily migrating hundreds of client communications within minutes instead of hours. By using its content analysis, we can easily identify and understand attributes about the content that are important to us and need to be addressed, but also importantly, we can consolidate similar and duplicate content to reduce ongoing content management time by 50%. In addition, the ability to identify content optimization opportunities around reading comprehension, sentiment and brand alignment help us improve content to drive higher response rates for our clients."*
>
> *David Klempke,*
> *Director, Portfolio Management Office & Strategic Solutions, IWCO*

Benefits

IWCO Direct provides sophisticated print and digital direct marketing solutions to its clients and needed a solution that could help them improve both the effectiveness of their materials and the efficiency and speed with which they were authored and managed. Messagepoint was the only solution able to meet those stringent business requirements through:

+ Streamlined onboarding, intelligent content tagging and analysis processes using Rationalizer.

+ One-click consolidation of similar and duplicate content to reduce redundancy and content under management.

+ Identification of content optimization opportunities for readability, sentiment, and brand alignment.

+ Business user authoring and advanced content sharing and re-use capabilities to reduce cycle time and labor.

+ Assisted Authoring services offering real-time content advice while editing.

+ Real-time dynamic-content targeting and variation management to easily enable micro-segmentation and personalization.

+ Easy content targeting and business-rule validation through online proofing of wireframe layouts populated with final content.

+ Improved control of variable and static content by way of permission-based user identification.

+ Integrated workflow that provides enhanced communication efficiency and management of content changes.

+ Ability to rapidly expand versioning within campaigns.

Impact

IWCO has achieved many positive results through their use of Rationalizer and Messagepoint, including:

+ New content onboarding has been reduced from hours to minutes

+ Content consolidation has reduced content inventories by up to 70% and reduced associated content management time by 50%.

+ Content authoring and change cycle time times are now measured in minutes and hours instead of days

+ Client campaigns have achieved increased response rates through a combination of content optimization and advanced content targeting and personalization of messaging and offers.

+ Replicable and controlled processes that leverage significant automation have resulted in greater business agility and more efficient direct mail programs.

+ Automated workflow in Messagepoint reduces production turnaround time.

+ Change management processes are now transparent and visible by being controlled within Messagepoint's workflow

"It all comes down to higher response rates for our clients. Using Messagepoint, we have been able to significantly increase our agility and speed to market, while also driving improvements to the levers that directly impact response including advanced personalization, content targeting and content optimization."

David Klempke,
Director, Portfolio Management Office & Strategic Solutions, IWCO

To learn how Messagepoint can transform your customer communications management, contact us today.

toll-free 1.800.492.4103 | **telephone** 416.410.8956
email sales@messagepoint.com **website** messagepoint.com

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