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XMPie-Driven Individualized Communications Campaign by Swedish Agency Propan AB Lifts Sales of Renault Scénic Nearly 800%

Customer

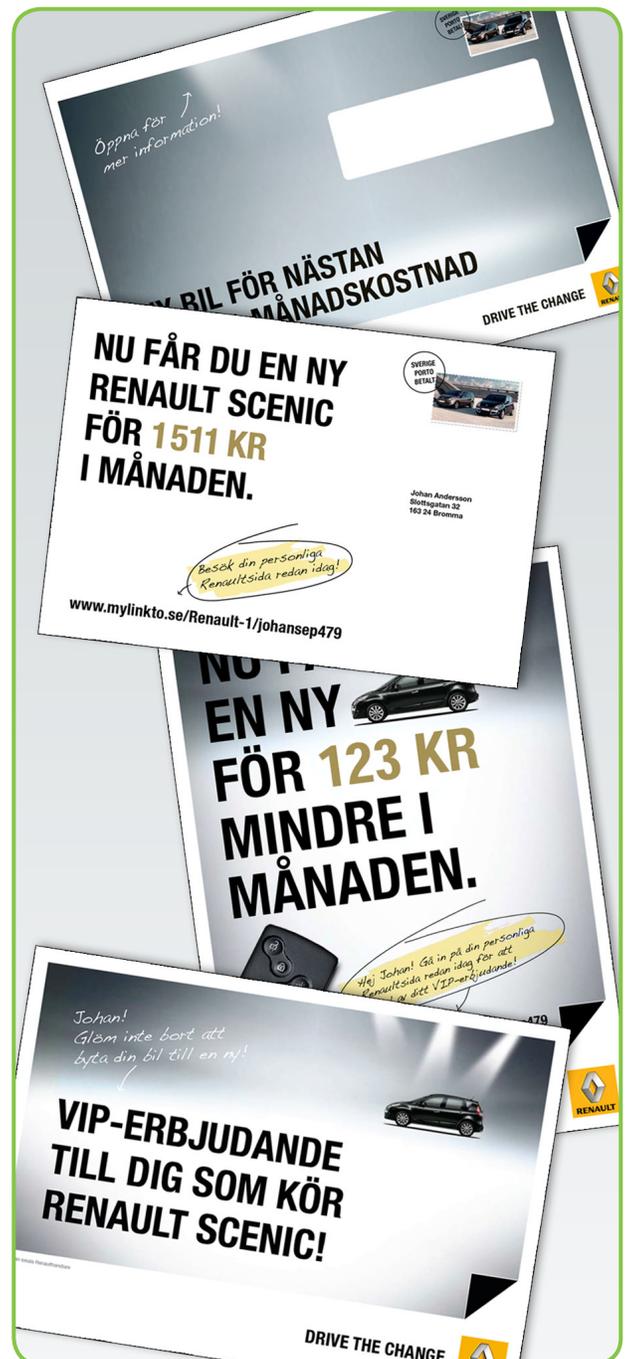
Propan AB, a full-service marketing communications agency, was founded in 2005 and is based in Stockholm, Sweden. Propan AB also provides offset and digital printing through a sister company, Propan Print Center AB. Website: www.propan.se.

Challenge

To promote new vehicle lease signings, French automaker Renault sent static direct marketing pieces to current customers in the last six months of their 36-month leases. However, the results were always less than exciting, and Renault wanted to dramatically improve their success rate. Propan AB, a true innovator in cross-media communications, began working with them in early 2010 and suggested an individualized communications campaign that would encourage bi-directional communications between Renault and each of its customers. While hesitant to change its processes, Renault agreed after several meetings to run a test campaign promoting the Renault Scénic, its compact multi-purpose vehicle, to 1,620 customers. The goals: (1) lift the success rate of new car leases, (2) encourage existing customers to choose the Renault Scénic again, and (3) collect customers' email addresses to enable future communications.

Solution

Using Renault's robust customer data — including vehicle model, purchase cost, dealer and monthly payments — Propan launched the campaign with a direct mail piece that was highly-personalized to open the dialogue with each customer. With their XMPie software, Propan was able to incorporate compelling creative and an attention-getting message from the customer's dealer, which varied per recipient based on their current lease terms (e.g., some customers' monthly lease payment would be less for a new Renault Scénic, while others would pay the same or more). The direct mailer also included a personalized URL (PURL) for each recipient that led them to their own unique website with several offers, including a purchase rebate, tire upgrade and insurance discount, available in exchange for providing an email





address. If a customer was not ready to provide their email, this indicated to Propan that there was no need to continue the dialogue with them. If they did, then offer redemption coupons were delivered to them via email, and the customer was directed to another personalized Web page where they were prompted to learn more about the car, confirm or update their profile information, and schedule a test drive. Customers who never visited their PURL were sent personalized follow-up reminder postcards, inviting them again to join the campaign.

Results

Three months into the campaign:

- 7.9% of recipients signed a new lease for a new car, compared to sales from 0.8% of recipients in traditional campaigns
- 50% of recipients visited their personal websites
- 36% of those retrieved their rebate checks
- 18% of recipients shared their email addresses for future communications

Using XMPie's analytics and reporting tools, Renault was able to alert dealers when customers asked for a rebate coupon, enabling timely follow-up by sales staff. Additional multi-media campaigns are planned, and Renault headquarters staff is monitoring their success for possible broader deployment. Propan AB Owner Benni Feher attributes the campaign's success to the "simple, short message which speaks directly to the recipient, and the innovative XMPie technology, which uniquely enables efficient creation and deployment of such complex campaigns."