

RELEVANT MARKETING MEETS SUCCESS



Relevance: the new marketing imperative

Relevant Content

Relevant Timing

Relevant Media

Relevant Offer

About personalization and the use of color

Increased use of personalization and color, on average, improves:

- Response rates by 34%
- Order value by 25%
- Repeat orders by 48%
- Overall revenues by 32%
- Response time by 35%



Palm One campaign combines personalized direct mail, PURLs and custom offers to lift click-through and sell-through rates.

Palm, Inc. is an internationally recognized manufacturer of electronic handheld devices and accessories. They wanted to cross-sell peripheral accessories specific to the model of PDA their new customers owned. They built a database of new customers, populated by consumers who had received a PDA over the holidays, who subsequently went on-line and registered the warranty for the device. The database contained approximately 80,000 registrants.

Using a cross-media (“multichannel”) campaign, the company combined personalized digitally printed postcards, a “PURL” (personalized URL), and a custom landing page with a personalized offer to attract consumers to make an add-on purchase for their new device. Here is how it worked:

A large postcard was designed, containing several personalized objects, including: gender of recipient, product model name, specific list of available accessories, and a PURL. This generated 4 different versions of the postcard. The call-to-action was for the consumer to go to the PURL and receive a discount if a purchase was made by January 30th.

When the consumer typed the PURL into their browser, they arrived at a landing page that only contained information specific to their product type and the relevant accessories they could buy.

Tracking response rates, the company found that this campaign was highly successful. Normal direct mail has a 1-2% response rate. Of the prospects receiving this campaign, **32% took the action of visiting the PURL**. Of those, **9% made purchases**, creating a significant lift in revenue attributed to up-sell.

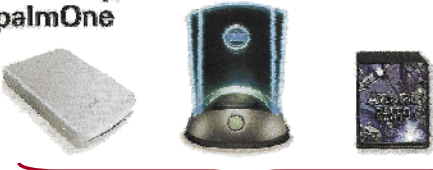
Personalize your palmOne™ and save 20% off accessories!

Dear John,

Thank you for purchasing your new palmOne Zire™ 71! To show our appreciation, we'd like to offer you 20% off accessories that help you get more out of your palmOne, including the Zire Hard Case, Mini Cradle, Atari Retro Game Card, and more.

Redeem your 20% accessory discount at: www.palmOne-Z71.com/JohnS


**Sincerely,
palmOne**



palmOne
400 N. McCarthy Blvd.
Mail Stop 4209
Milpitas, CA 95035



**PREPAID
FIRST-CLASS MAIL
US POSTAGE
PAID
SEATTLE, WA
PERMIT NO. 243**

AUTO**3-DIGIT 015
John Q. Sample
Sta 101
1234 Any St
Any City, US 12345-6789



Content is personalized in RED, above

Accessorize your Zire™ 71
by Jan. 31, 2004 and
SAVE BIG.

palmOne

► Go to:
www.palmOne-Z71.com/JohnS

Cover is personalized by gender (object), PURL, model type, and model objects