



DIN A5 Expericard Mailing



Client

Deutsche Post

Partner

Weltbild, Lech und Zürs am Arlberg, Baur, Yves Rocher, Sony, Claudio.de, Gamedisk, Lovefilm.de

Details

A wide variety of Christmas specials and offers reached German consumers through the innovation of eBridge in the form of a co-branded Christmas mailing of an A5 'Expericard'. Identified through careful market research, the 500,000 recipients were young (20-39), urban and possessed an internet affinity. Customers were treated to interactive and video content from Deutsche Post partners. One-click-confirmation technology allowed customers to breeze through ordering and information requests - customer details were pre-filled into the online forms, awaiting confirmation.

Goal

The disc encouraged the recipients to visit the company websites, experience and buy their products, build awareness of their brand, as well as their products.

Contact:

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eBRIDGE
 personalised integrated media™



DIN A5 Expercard Mailing including personalised eBridge



Personalised Multimedia Interface



Results

Total number of eBridges distributed was 500,000.
 Engagement rate* : 35%
 Average response rate : 4,36%
 Top target group response rate : 7,07%
 Average household retention** : 4 weeks

* : Describes how many recipients had been using the eBridge
 ** : Describes how long an eBridge mailing is retained



Personalised pre-filled online registration