

n-CD Direct Mailing Triple your response rate!



Using the n-CD to send personalized discs as direct mailing proved to be an unmatched direct marketing tool to generate responses and conversions.

Direct Mailing - Skandia Life Insurance

As a co-promotion, a wine company sent n-CD cards to their members. Skandia sponsored this mailing with personalized discs. The goal was to generate meetings about life insurance

Response rate 11,9 %. Feedback: "Outstanding results for this direct mailing campaign with enormous 'tie in' effects", says Karin Lang, Marketing director of Skandia"



Direct Mailing - Online Gambling

The mailing was a personalized n-CD in a card format. The disc represented a cash value voucher to be used in the online gambling system.

Goal to achieve: reactivate frozen accounts

12,7%. Response rate three times higher compared to flyer distribution.



Direct Mailing - Jansen Cilag web portal

Jansen Cilag runs a web portal "RISE" for business professionals in the medical industry. Doctors received a mailing with pre-registration n-CDs. The discs included free three month subscriptions.

Goal to achieve: Gain new subscribers

5,7%. Response rate. Customer feedback: "In general, it's very hard to get awareness and good responses from medical professionals. Response average in this B2B segment is 0.5-2%"



Direct Mailing – DDV

The German Direct Marketing Association DDV has tested n-CD to generate feedback from their members about the DIMA show in Düsseldorf.

Feedback rate 7,9% of all marketing managers have accessed DDV site and gave feedback.



Direct Mailing – Card Emotion

The Austrian agency as a long term partner (Bank Austria n-CD) uses the tool to get new customers on board with n-CD.

Feedback rate 14,9% used the disc. 2,8% of marketing managers arranged a meeting with CardEmotion.' A great acquisition tool', says CEO Clemens Kirner.



Learn more about Sony DADC's n-CD at www.n-cd.com and www.sonydadc.com. Contact us at n-cd@sonydadc.com for more information.