



Nearly £14 million of sales...

# A Direct Mail Case Study

## Client

Welcome Financial Services

## Market

Finance, in the form of secured and unsecured loans, to the general public and, in particular, “cross selling” products to their existing customer database.

## Objectives

- To generate £5 million sales over a 6 week period leading up to Christmas.
- To protect the brand position.
- To ensure that the effectiveness of the mailing could be measured.
- To achieve “buy in” from the internal sales team.

## Data

All data supplied by client.

## Other tactics

None.

## Background

Pre-Christmas is a traditionally successful period for selling finance – particularly to the unsophisticated money managers. The market is highly competitive with all the major “high street” lenders offering product incentives to take on more loans.

Agency suggested that an incentive to make the offer more attractive should be included. We therefore agreed a “no arrangement fee” offer.

## Creative approach

Introduce an 0800 response line to make it easier and cheaper for customers to respond.

The 0800 response line also provided an accurate form of measuring the number of calls generated.

Include lots of festive colour.

Include easy to follow action guide.



# Result

The mailing outperformed all other direct mail for this client. It generated almost £14 million in sales versus the target of £5 million and could have been more but for the 0800 response line being "down" for part of the campaign period. In view of this, client agreed with agency that a follow up mailing - directing clients to their local branch - should be implemented.

Want to know more? [Call Ella Cheeseman](#)

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