

GreenLawn Canada

The grass is greener with the **Acquisition Admail™** service



"I was more skeptical than optimistic about the approach that Canada Post suggested for this test campaign, but I was very pleasantly surprised with the results."

Jeff Ankenmann
Regional Marketing Manager
GreenLawn Canada



OBJECTIVE: Acquire new customers by targeting households that directly surround existing GreenLawn customers in two different geographic markets.

PRODUCT: Acquisition Admail™ service from Canada Post

RESULTS: Test campaign yielded a 40 per cent increase in response rate, along with a 50 per cent higher buy rate over the control group.



Challenge

As a seasonal, service-oriented business, GreenLawn relies heavily on telemarketing to retain and expand its customer base. This ability to build relationships with its potential customers was severely restricted in 2008 with the introduction of national Do Not Call legislation. "About 40 to 45 per cent of our prospects are now on the Do Not Call list," explains Jeff Ankenmann, Regional Marketing Manager for GreenLawn.

Compounding this challenge was the ongoing introduction of pesticide by-laws in municipalities and provinces across Canada as well as the recent economic downturn.



Solution

The company decided to test the Acquisition Admail service from Canada Post. Traditionally, GreenLawn Canada uses direct-mail lists supplied by its U.S.-based direct-marketing division that were developed using demographic scoring data. Canada Post was supplied with a list of existing GreenLawn customers in two different geographic markets: one in Quebec and one in Ontario. Canada Post then created a direct-mail list by targeting the households that directly surround these customers.

For the test campaign, 50,000 pieces were sent using GreenLawn's traditional approach and 50,000 pieces were sent using the Acquisition Admail service.



Benefits

GreenLawn discovered that the Acquisition Admail service was an alternative direct-mail method that yielded a higher response rate and a higher buy rate. In addition, the service proved to be cost-effective because the company did not need to analyze data and create its own direct-mail lists.

"This campaign proved that a lot of my existing theories on direct mail were outdated. And, that's why it never hurts to listen and why testing is always such an opportunity," notes Ankenmann.

GreenLawn now plans to use the Acquisition Admail service in a much larger campaign.

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Want to learn more about the Acquisition Admail service?
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