

# Kelco Marketing Group

The Acquisition Admail™ service boosts ROI



“With the Acquisition Admail service, our automotive clients can substantially increase the returns yielded by their marketing investments.”

Roy Kehler  
President  
Kelco Marketing Group

**OBJECTIVE:** Boost sales and direct-mail return on investment (ROI)

**PRODUCT:** Acquisition Admail™ service from Canada Post

**RESULTS:** ROI increases of between 50 and 550 per cent



## Challenge

Kelco Marketing Group provides a full range of strategic services to clients across Canada. The company specializes in sophisticated techniques, such as profiling and database analysis. Among Kelco's clients are 10 independent automobile dealerships in four provinces. Under Kelco's direction, the dealers have long used direct mail in prospecting campaigns, generally achieving ROIs of approximately 1:5—that is, every dollar invested generates a gross profit of \$5.00. This ratio became the performance benchmark for subsequent acquisition direct-mail campaigns—one that the company sought to improve upon with better targeting techniques.



## Solution

Kelco partnered with the 10 dealers on a monthly campaign to demonstrate the ability of the Acquisition Admail service to reach new audiences effectively and efficiently. Each month, the dealerships send Kelco lists of the Postal Codes<sup>OM</sup> of new buyers. Kelco then works with Canada Post to generate lists of addresses that are located close to the new purchasers. Each of these addresses is sent a card mentioning that “a neighbour of yours recently bought a new vehicle at...” and offering a free car wash or oil change to those who test drive new vehicles. Up to 20,000 cards are sent each month and sales are tracked closely.



## Benefit

The Acquisition Admail service has helped the dealers to significantly increase the returns generated by direct mail. ROI has increased 50 to 550 per cent compared with previous campaigns. As a result of this remarkable performance, all of the dealers continue to participate in the monthly campaign.

“Our clients recognize that strategic targeting, consistent messaging and precise methodology delivers great results,” says Roy Kehler, president of Kelco Marketing Group.

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Want to learn more about the Acquisition Admail service?  
**Contact your Canada Post Sales Representative today.**

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