

Polar Windows

The Acquisition Admail™ service from Canada Post opens windows of opportunity for Polar Windows



“We thought that the Acquisition Admail service would be the ideal complement to our existing marketing channels. And it was. Campaign results show that we received requests for quotes totalling more than \$80,000.”

Bill Medd
CEO
Polar Windows

OBJECTIVE: Grow customer list and raise brand awareness

PRODUCT: The Acquisition Admail™ service

RESULTS: An \$80,000 lift in quote activity, and increased brand awareness and sales leads



Challenge

Polar Windows has established a strong customer base in Western Canada, and earned an excellent reputation as a manufacturer, supplier and installer of high-end windows and doors. The company has always been able to attribute some portion of its success to word-of-mouth marketing, relying on its current customers to act as ambassadors for its products. It also uses other media, including radio, newspaper inserts and flyer advertising, to promote its products.

As with any successful company, Polar Windows is always on the lookout for new ways to build brand awareness and attract new business. It was that thinking that led Polar Windows to add direct mail to its marketing mix.

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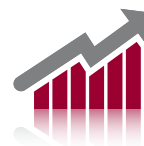


Solution

With a goal of driving greater brand awareness and increased sales, Polar Windows decided it would send direct-mail pieces to the 20 closest neighbours of households that had purchased Polar Windows products. The question was, how to reach these addresses?

“We thought we would have to do things the hard way,” says Bill Medd, the CEO of Polar Windows. “We thought we’d have to go into Google™ Maps, type addresses, print and apply labels, and do the mail drop. And, even after all that, we wouldn’t have been able to track results.”

Fortunately, there was an easier solution—the Acquisition Admail service from Canada Post.



Benefits

According to Medd, the Acquisition Admail service delivered. “The campaign not only piqued interest in targeted neighbourhoods, but also made what we initially thought was going to be a significant effort, a lot easier.”

Medd attributes thousands of dollars worth of quotes directly to the Acquisition Admail campaign. “The increase in quote activity and qualified prospects will ultimately lead to new business for us,” says Medd. “And that’s why the Acquisition Admail service will continue to be part of our marketing strategy.”

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