



CASE STUDY

# SiriusXM Canada

Sound investment



## SiriusXM, Canada Post use direct mail to turn up the volume on customer acquisition

SiriusXM Canada is accustomed to making some noise.

Debuting in 2011, the Toronto-based satellite and online radio broadcaster quickly became one of the country's leading entertainment companies by creating and offering commercial-free music, sports and live events, comedy and entertainment, and news and talk. With 2.6 million subscribers in Canada – and 34 million worldwide – the company is seemingly everywhere, available in vehicles from every major car company, as well as on smartphones and other connected devices via app.

SiriusXM is the dominant player in its industry, but that doesn't mean they are free from the challenges of growth – and that's where they turned to Canada Post for help.

“

We like to frequently run tests to see what resonates with customers and catches their attention.”

**Alisa Kaufman**

Senior Manager, Customer Acquisition, SiriusXM



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### Navigating a noisy world

There's a lot of competition for your ears.

Traditional over-the-air radio is still a billion-dollar industry in Canada (and more than CAN\$47 billion worldwide). Now, many of those over-the-air companies are entering an already-crowded podcast market that's expected to grow to more than CAN\$200 billion in revenues by 2030.

Then there is streaming music. With a projected worldwide revenue of CAN\$39.5 billion in 2024, experts see the music market topping CAN\$45.3 billion and 1.1 billion users by 2027. Canada plays a similar tune, where streaming music is expected to grow to CAN\$700 million and 9.9 million users by 2027.

Those kinds of numbers mean lots of competitors, including from some of the biggest names like Spotify, Apple and Amazon.

For SiriusXM, the objective is clear: Find new subscribers.

"We're always looking to widen our net," said Alisa Kaufman, Senior Manager, Customer Acquisition, SiriusXM. "The goal is to acquire customers who either have a vehicle equipped with SiriusXM or are looking to add our service to a secondary vehicle. But we also want to capture those who wish to subscribe to our streaming services but might not have an SiriusXM-equipped vehicle."

For this digital powerhouse, the best way to reach those audiences has been direct

mail. Now, the company looked to test its strong belief in the channel even more.

### Finding new listeners

Having found success with direct mail in two previous campaigns, SiriusXM worked with Canada Post and its partners to try something a little different with its next acquisition campaign.

The SiriusXM-Canada Post combined team created a direct mail-only campaign targeting 500,000 households in English-speaking Canada, focused on areas where there was a stronger match to the company's typical customer demographics.

This time around, however, two creative concepts were used: One postcard using traditional lifestyle imagery with a clear 'Listen the way you want' message and straightforward offer. A second postcard using a whimsical music festival feel with more playful aspects such as the VIP badge, mock ticket and features outlined the same way a festival lineup would be.

Both creatives were put through a rigorous review that included tools like Predictive Eye Tracking to ensure maximum impact with the audience.

The same offer was featured on both – a 'try before you buy' free listening period – and promoted through a custom URL and QR code to make tracking results of the campaign easy.

"We like to frequently run tests to see what resonates with customers and catches their attention. We know

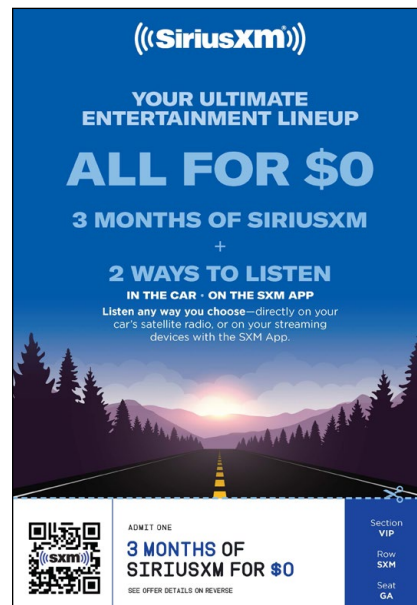
people receive a lot of communications, whether it's via direct mail, email, or other channels. So, we're always trying to see what 'cuts through the clutter,' so to speak," Kaufman said.

### Moving forward with direct mail

SiriusXM has no plans to turn down the volume on direct mail in its future acquisition efforts.

The most recent campaign delivered a .95% conversion rate – exceeding the company's goal by 27%. As both creative options performed equally well, the company now has two great options to use going forward, Kaufman said.

"Direct mail is highly targeted and trackable. That makes it the tangible solution our brand needs when it comes to acquisition," Kaufman said.



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