Combining Direct Mail and Content-Focused Microsites to Optimize Lead Generation

Tintri, Inc. is an American information technology company based in Mountain View, California. Tintri provides products designed for virtual machines and cloud computing using flash memory, marketed as VM-aware storage. They required a scalable and high-performing marketing campaign to generate new opportunities.

Challenges

Tintri, Inc., a long-time customer of MRP was familiar with MRP’s direct mail program, but wanted something a little more creative. After conducting a marketing analysis, MRP suggested combining an engaging direct mail campaign with a content downloads program, one of MRP’s newer lead-generating services, to optimize their marketing efforts and drive profiled leads.

To properly advertise VM-aware, Tintri approached their go-to marketing resource and business partner; MRP, to design, manage, and execute a highly interactive combination marketing campaign. The initiative included both a direct mail campaign in conjunction with a custom content downloads microsite to create profitable opportunities for both Tintri and Vmware.

Solution - Direct Mail

MRP developed and pitched a captivating series of attractive direct mail pieces that clearly illustrated the value VM-aware presented. Tintri and MRP worked together to build a target list of over 800 US-based IT decision makers ranging from manager level to the C-suite.

Solution - Content Download Microsite

MRP also created numerous interactive emails and a Tintri-branded microsite that complimented the direct mailer and took the campaign to a new level entirely.

Like the direct mail campaign, the content downloads program provided Tintri with beneficial account information that revealed which stage of the buyer journey the account was currently in. This was done by restricting the downloadable content to prospects who answered a qualifying nurturing question. Their selected answer would then lead them to a microsite with content that applied to their specific stage in the buyer journey.

Results

- 14% mailer responses
- 13% mailer profiles
- 8% mailer conversions
- 6% email opens
- 4% click to open ratio
RESULTS

Most direct mailer programs see a response rate of 10% - the Tintri campaign exceeded expectations for survey responses, profiles and email engagement. At the end of the 6 week campaign, Tintri received over 100 profiled leads and took part in numerous on-site customer meetings. In addition, they acquired invaluable account information (budget information, upcoming projects, future IT needs) through the survey that they still use today.

At the end of the campaign, Tintri received an influx of account information and they even scheduled a customer meeting from just one of the email sends.