



Andrews Wharton Case Study | Direct Marketing Agency | Data Enrichment Services

A large direct marketing agency approached AWI because their client, a national kitchen appliance manufacturer, needed to drive store traffic to multiple small-regional independent appliance retailers.

In order to meet this objective in a cost-effective manner, the manufacturer required a dynamic email solution that could append and verify incoming email addresses.

Furthermore, the solution required customized deployment plus varying creative depending on the location of the store.

The Andrews Wharton Solution in Action

AWI delivered the company a complete solution that utilized email, postal, and digital solutions. This solution was successful in fully engaging the client's prospects, resulting in maximum value.

By customizing their email solution, AWI gave dealers with store locations across the U.S. the opportunity to:

- Receive Prospect Acquisition Leads
- Email Appended Customer Leads
- Verify Emails

The Results

The client's goal required a solution with multiple moving parts, yet AWI was still able to deliver it on time *and* within budget. Most importantly, the solution was a complete success.

It reached open rates of 8.5% and CTUs of more than 4%.

In fact, this solution proved so successful that the client actually continued it for another *two months* to further drive traffic to stores during the competitive holiday season.

