



The result

Conversion rates of 8%
Direct mail campaign automation via marketing cloud (Emarsys)

"optilyz enabled us to introduce another powerful CRM performance channel. The easy integration into Emarsys is in line with our agile and scalable thinking and perfectly fits the way our organisation works."

Martin Berky, Team Manager CRM

Automated direct mail has been profitably and efficiently added to posterXXL's **cross-channel marketing**

The challenge

posterXXL is one of Europe's leading players in the photo services space, offering home and lifestyle products to its many customers. Their product portfolio encompasses B2C photo services as well as a broad B2B offering. The company currently operates in Germany, France, Austria, the Netherlands and Belgium. Headquartered in Munich, posterXXL employs around 200 people. In 2009 the company was awarded first place as Germany's fastest growing tech company in the "Deloitte Technology Fast 50" competition.

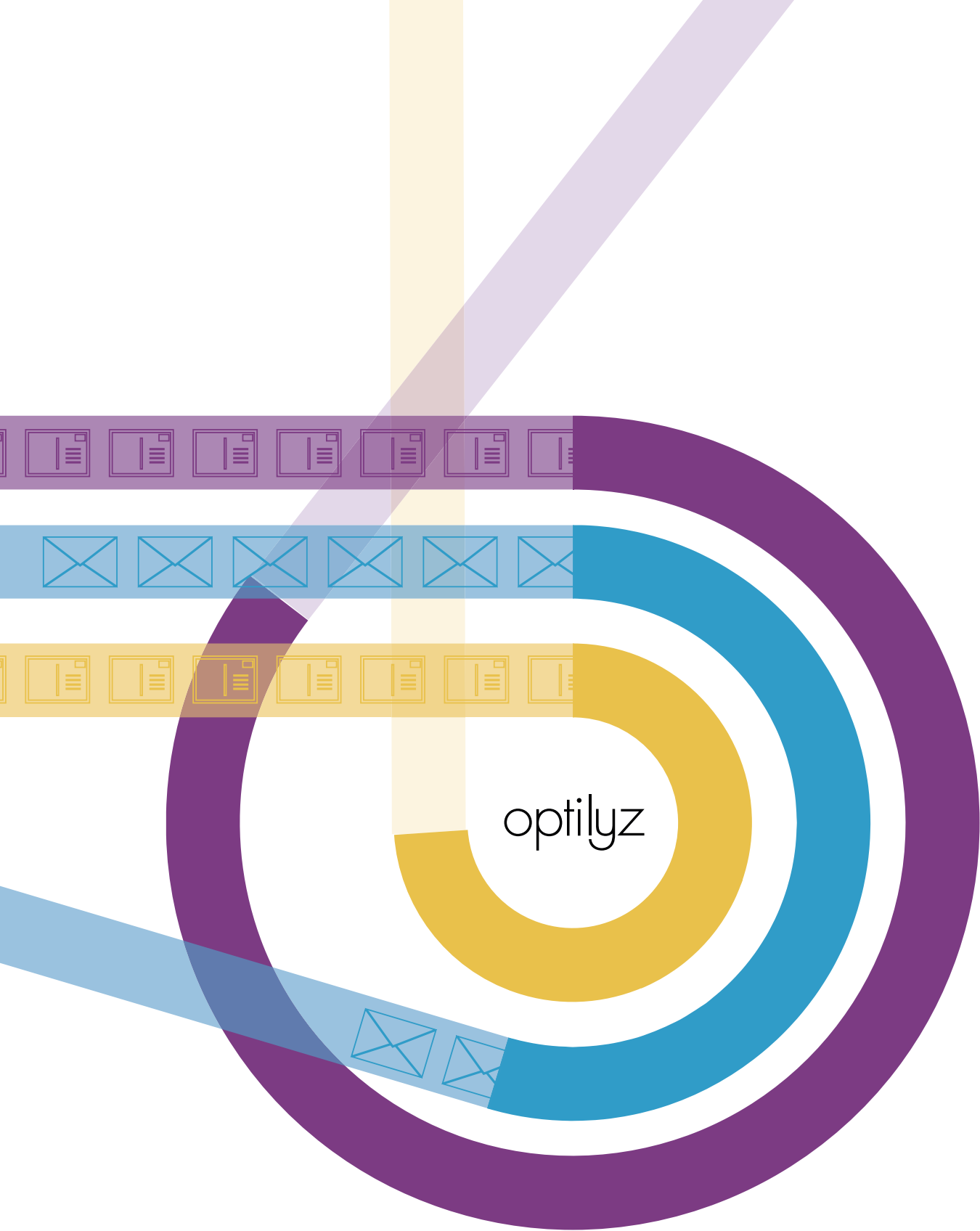
posterXXL manages email and online marketing via the Emarsys marketing cloud. To address existing customers the company also leverages direct mail. However, since direct mail was not integrated into the marketing cloud, the company could not fully leverage the full potential of cross-channel campaigns and optimization.

The solution

With just a few clicks posterXXL activated optilyz within Emarsys. This enabled the company to easily automate direct mail campaigns, e.g. via letters and postcards. Now, optilyz campaigns are easily set up via the Emarsys automation center. This allows posterXXL to always leverage the right channel at the right time. This had lead to increased conversion rates and reduced effort significantly:

- Letters & postcards are sent via the marketing cloud, in an automated manner
- Customers can be reactivated more profitably, via more relevant campaigns
- Direct mail is effortlessly added to the company's cross-channel marketing





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