

Client: A Leading Provider of Payroll and Accounting Outsourcing Services

Why did we advertise: The campaign was designed to further enhance the perception of our client as a leader in providing Sarbanes-Oxley compliant services and expertise in Sarbanes-Oxley compliance.

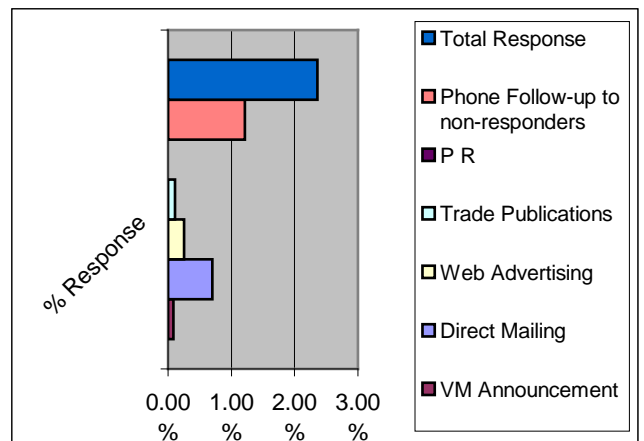
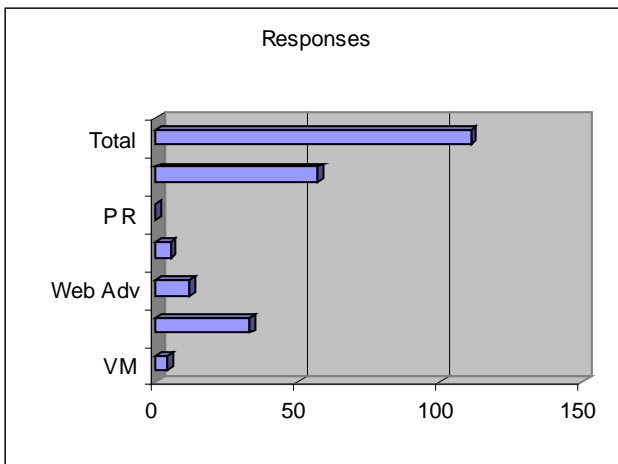
Who did we talk to: The targets were financial and accounting executives within both customer and prospect companies in the public sector. We started with a clean, verified database. Each contact was matched against several compiled databases to verify existing information and append additional facts about each recipient and their firms.

How did we say it: An integrated communications approach, with multiple touches, broke through the clutter and created a clear path to opt-in. Each recipient received a voicemail announcing an unprecedented offer from the client. A classic DM packaged offered an informative white paper. The unique pin allowed fast, easy response via web, mail or 800# and verified facts for sales follow-up. Non-respondent received a phone follow-up, maximizing take-rate. A press release announcing the offer captured additional response as well as print support in well positioned journals and on-line.

And accountability at all levels was key. We used an on-line tool to distribute leads. The tool tracked and reported on follow-up and ROI.



What worked:



In Summary: This campaign allowed us to test and track results by media and by customers vs. prospects. The campaign used a progressive communications process to reinforce a strong brand and underline existing product features that are now needed to meet new regulatory requirements under Sarbanes-Oxley. Same product, new market – brilliant communications opportunity

What are the marketing variables in an integrated campaign that today's B-to-B marketers view as critical to success? The DMA 2005 survey of Customer Prospecting and Retention provides some insight into recent trends. The four factors rated as most important were:

1. Fast access to testing and tracking
2. Easy access to new names
3. Accurate budgeting
4. Effective new product intros

Not surprisingly, some of the things rated as less important were the intangibles that are often addressed by academics and experts in the field of marketing:

1. Brand equity
2. Lifetime value
3. Customer loyalty

Two other components that ranked as unimportant that are anticipated to increase in importance are outbound telemarketing and outbound email.

Question 79-1d Activities Viewed as Very Important to Success of Overall Marketing Efforts by Business-to-Business Industry Segments

Very Important	Any Business	Business/Industrial Services	Industrial Manuf/Distrib/Dealers	Business/Industrial Catalogs	Business/Indus Prods (not catalogs)	Other
	(a)	(b)	(c)	(d)	(e)	(f)
Outbound e-mail	52 35%	23 38%	16 43%	9 28%	17 42%	19 40%
Outbound telemarketing	50 34%	25 42%	12 33%	9 29%	12 30%	16 33%
Sales through online sites	56 39%	18 31%	11 31%	13 41%	17 44%	15 33%
Campaign management	71 48%	30 50%	16 44%	10 32%	20 50%	28 53%
Loyalty management	30 21%	14 24%	7 19%	4 13%	6 15%	8 17%
Call center operations	67 45%	29 48%	15 41%	15 48%	18 45%	18 38%

Question 79-1d Activities Viewed as Very Important to Success of Overall Marketing Efforts by Business-to-Business Industry Segments (continued)

Very Important	Any Business	Business/Industrial Services	Industrial Manuf/Distrib/Dealers	Business/Industrial Catalogs	Business/Indus Prods (not catalogs)	Other
	(a)	(b)	(c)	(d)	(e)	(f)
Developing and testing new offers	63 42%	28 46%	15 41%	13 41%	17 43%	19 40%
Brand building through online sites	46 31%	18 31%	11 31%	6 19%	14 35%	14 29%
Ability to forecast campaign results	62 42%	23 38%	11 31%	14 44%	19 48%	23 48%
Accurately budget company/division performance	77 52%	26 43%	18 50%	14 44%	24 60%	28 58%
Access to new prospect names	81 54%	35 58%	21 58%	19 59%	25 61%	24 50%
Ability to calculate lifetime value	44 30%	16 27%	10 28%	11 34%	14 36%	11 23%
Ability to measure ROI on each online campaign	51 34%	19 32%	13 35%	7 23%	18 44%	15 31%
Ability to measure ROI on each offline campaign	63 43%	23 38%	16 44%	13 43%	20 51%	21 44%
Ability to execute integrated multimedia campaigns	55 37%	20 33%	15 41%	12 39%	17 43%	17 35%

Based on those answering for each statement

