

Since 1938 we've been  
getting jobs out **Right and On Time**

## OUR MAIL PACKAGE BEAT THE CONTROL BY 40%

Our client had been successfully selling its postage meters to small business through the mail for some time.

They tested new packages on an ongoing basis.

All offered the 90-day, free trial used in their control package. None were able to beat their control – until they tried a new approach from us.

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### Here's how we beat their control

We looked at the product from the prospect's viewpoint – to find out what was most important to the user and how the product met the user's needs. Through research we uncovered different hot buttons and established a completely different appeal through messaging and graphics.

#### The Letter

The letter, the most important piece in the package, was changed to focus on the key benefits we learned from our research.

#### Brochure

We shifted the focus in the brochure and, through new copy and graphics, established a broader appeal to a larger audience.

#### Order Form

The order form was redesigned to make it easier to use. And the offer of the free trial was emphasized to encourage the prospect to act.

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### The result?

Results increased 40%.

Our package became the new control.

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### What about now?

We continue to do many good things for this client.

We've developed new product introduction, retention, activation, credit card solicitation, and cross-sell mailings.

Currently we're helping them with upgrades, lease renewal and obsolete equipment replacement mailings.

Call Yeck Brothers Company.  
1-800-417-2767