



AMERICAN
LITHO

THE NEW MATH

Direct Mail Success Stories from American Litho:
Savings You Can Take to the Bank

It's surprising that some of the world's largest financial institutions have difficulty controlling the cost of their direct marketing campaigns. (After all, they're financial experts, right?) Still, over the years we've observed that nearly all organizations can benefit from a close audit of what they're investing to reach new customers.

Not long ago we heard from a leading financial services company that mails millions of packages to customers and prospects each month. They were concerned about their direct mail spend and wanted to know how we could improve the cost-efficiency and impact of their efforts.

RUNNING THE NUMBERS

Members of ALitho's Financial Services Vertical Team sat down with the company's marketing team to review the details. Here's what we learned.

**10 MILLION
PIECES OR MORE
MAILED EVERY MONTH**

**EACH MAILING
PRODUCED & SHIPPED
FROM BOTH COASTS**

**MULTIPLE VENDORS
INVOLVED
WITH EVERY JOB**

- 1 to produce the outer envelope
- 1 to print the BRE
- 1 to print the inside letter
- 1 to print the buckslip
- 1 to handle lettershop & postal sort/prep

5 x 2 COASTS = (potentially) 10 VENDORS TO MANAGE



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THE COST OF COMPLEXITY

As we looked at the situation, we began to imagine the extra hours this company was spending on:

- Issuing purchase orders for this many vendors
- Dealing with multiple points of contact daily
- Processing and approving stacks and stacks of invoices



It was easy to see they could save big bucks by working with one integrated company offering a single point of contact. Switching to American Litho would also eliminate the data security risks involved as jobs move from vendor to vendor and the costly do-overs when things inevitably fall through the cracks.

A 5-POINT PLAN TO STREAMLINE WORK AND TRIM COSTS

We recommended that the company make these 5 crucial moves, which we believe are worthy of consideration by all financial services organizations.

1. MOVE PRODUCTION TO THE BOLINGBROOK CORRIDOR

One estimate shows that half of all national campaigns are shipped to the USPS facility near Bolingbrook, Illinois for consolidation before going back out to consumers. So why pay to have mail pieces trucked to the heartland, then sent out nationwide? American Litho is just 45 minutes from the Bolingbrook facility, which could cut as many as 3-4 days from monthly cycle times, slashing costs and improving response rates in the bargain.

2. WORK WITH ONE PROFESSIONAL TEAM

We showed the company how American Litho's full-service team would cleanse and analyze mailing data and seamlessly produce each mailing from start to finish. In-line production methods would cut cycle times significantly and increase the relevancy of customer data. Ca-ching!

3. ADDRESS PAPER COSTS AND DELAYS

The marketing team admitted that they felt vulnerable to paper shortages. Switching to American Litho would definitely bring greater peace of mind. Our strong relationships with paper mills are a true advantage – and we keep a healthy inventory of in-house stocks. Our state-of-the-art sheeter means we're ready to cut roll stock into any size or shape needed, anytime.



A 5-POINT PLAN TO STREAMLINE WORK AND TRIM COSTS (Continued)

4. CUT BACK ON LOGISTICS

We asked the company if any of their vendors had offered ideas to trim back trucking expenses. (Nope.) Did any of their vendors use rail freight instead, especially between the paper mill and production plant? (Double nope.) Two great reasons to consider ALitho, where we do all of the above under one roof.

5. TRY A BETTER FORMAT

When it comes to controlling costs, format matters. We showed the team an array of customizable direct mail formats that have been proven to perform for financial services organizations. We also introduced them to our in-house design experts, who can adapt existing formats and even create entirely new ones. Changing the size, shape, color or texture of the company's package could boost the impact of every monthly mailing. The higher the ROI, the more cost-efficient their direct mail program would become.

\$1 MILLION IN SAVINGS, JUST FOR STARTERS

The company was thrilled to learn that, simply by reducing logistics costs alone, American Litho could save them \$1 million each year. Of course, that's just the beginning. Switching to a creative, cost-conscious team like ours could totally transform their direct mail results.

If the math we did for this potential client sounds intriguing to you, let's talk. We are ready to meet with financial services companies who are interested in planning for phenomenal growth and success in the months ahead. Send a message now to arrange a meeting with our Financial Services Vertical Team.



Schedule a custom consultation focused on your needs
with the American Litho's Financial Vertical Team.

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