



Case Study

Achieving Record-Breaking Attendance for the PRINTING United Expo



RESULTS

The marketing campaign yielded exceptional results, leading to the Alliance surpassing their goals for attendance at the Expo. The key outcomes and impacts were as follows:

- **Enhanced Direct Mail Response:** The DirectMail2.0 platform efforts significantly improved the visibility and recognition of the PRINTING United Expo direct mail campaign to the mail recipients leading to an increased response and heightened engagement.
- **Significant Registration Levels:** In a post-COVID environment where most major shows were trailing 25-30 points behind pre-COVID registration levels, PRINTING United Expo was able to match the previous record-breaking levels set in the pre-COVID, launch year 2019.
- **Exhibitor Satisfaction:** The increased attendance resulted in greater business opportunities for exhibitors, who reported higher foot traffic, increased leads, and improved sales figures.
- **Achieved registrations and onsite attendance** that were reflective of pre-Covid stats in a post-Covid environment when most major trade shows were experiencing major reductions.
- **Registration beat the national average by 25 points.**
- **The integration of online channels into the offline direct mail campaign led to the overall success of achieving the registration and attendance goals for the PRINTING United Expo in 2022.**

Campaign Details

The PRINTING United Expo is an annual trade show that brings together industry professionals, suppliers, and buyers in the printing and graphic arts industry.

The team at PRINTING United Alliance, the organizers of the event, sought to enhance the 2022 event's visibility and optimize attendance utilizing a highly comprehensive marketing plan. For the direct mail channel and campaigns, PRINTING United layered the DirectMail2.0 omnichannel digitally enhanced direct mail marketing platform. The campaign consisted of 2 drops totaling 220,168 mail pieces with 60 days of omnichannel enhancement that included SocialMatch, Mail Tracking, Informed Delivery®, Online Follow-Up, Social Media Follow-Up & LEADMatch.

Client

PRINTING United Alliance

Quantity Mailed

220,160



Total Ad Displays

5,726,093

Engagements

8,222

Total Visitors

71,000

Total Leads

14,606

Total Matches

550



SocialMatch

86,694
Ad Displays



Mail Tracking

97%
Delivered



Informed Delivery®

12,749
Opened Email



Online Follow-Up

3,218,311
Ad Displays



Social Media Follow-Up

712,041
Ad Displays



LEADMatch

14,606
Leads
513
Matches



The adoption of DirectMail2.0 provided a significant enhancement to all of our direct mail campaigns and contributed to our ability to achieve our planned registration and onsite attendance goals for 2022. The team was a pleasure to work with and the execution was flawless.”

Mark J Subers
President, Events and Expositions
PRINTING United Alliance

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