



Case Study

Client

National Multiple Franchise Swim School

Quantity Mailed

321,500

Target Audience

New Memberships

Total Mailed

321,500

Total Ad Impressions

5,614,108

Leads

88,421

Potential Lifetime Value

\$1.95 MILLION

New Members Registered

1,845

Engagements

19,304

Campaign Details

National Multiple Franchise Swim School launched 132 mail campaigns averaging approximately 2500 mail pieces per campaign and used a 30-day direct mail campaign integrated with digital technologies to drive new memberships worth \$1.95 million. They wanted to use a portion of their Brand Marketing Fund to drive memberships for their franchised swim schools, seeking a campaign that would be both effective and trackable to show beneficial results for each franchisee and a positive ROI on money spent.

The National Multiple Franchise Swim School used an omnichannel direct mail and digital campaign solution, which included Direct Mail, SocialMatch, Mail Tracking, Informed Delivery, Online Follow-Up, Social Media Follow-Up, and LEADMatch. This campaign proved that direct mail with digital omnichannel integration is a viable acquisition tool for the swim school's franchisees to boost membership, both for opening new schools and benefiting existing schools.



“By incorporating additional touchpoints along the customer journey, our offer found its way in front of our core demographic on multiple channels. Best of all, we were able to track the attribution, measure the results and prove out the ROI for our network!”

— CMO of Swim School