



# Case Study

## Omnichannel Marketing Results in Dynamic Event Once Again for PRINTING United Expo 2023



## Campaign Details

The PRINTING United Expo is an annual trade show where the entire print industry comes together under one roof. The 2022 show smashed attendance records, igniting a wave of excitement. As a result, the organizers aimed to once again increase engagement for the show by unleashing an arsenal of effective marketing strategies to captivate the community like never before. They integrated the DirectMail2.0 omnichannel digitally enhanced direct mail marketing platform, which resulted in 32 impressions per piece and a 5.76% engagement rate.

The campaign consisted of 2 drops totaling 232,741 mail pieces with 60 days of omnichannel enhancement that included SocialMatch, Mail Tracking, Informed Delivery®, Online Follow-Up, Social Media Follow-Up & LEADMatch.

## RESULTS

The omnichannel marketing campaign exceeded expectations, with over 28,000 registered printing industry professionals across all printing segments. This was 7% growth in on-site attendance over the previous year. Additional key outcomes and impacts were as follows:

- 60% first-time attendees
- Over 88% of attendees had purchasing authority or influence
- Over 115 countries and every U.S. state and territory attended
- 810 exhibitors for 16% growth over the previous year
- Exhibitors reported more visitors to their booths, more leads generated, and more sales
- 23% increase YOY in ads displayed through DirectMail2.0, leading to a 39% increase in engagement

## Client

PRINTING United Alliance



## Quantity Mailed

232,741



### Total Ad Displays

7,464,475

### Engagements

13,397

### Total Visitors

60,000

### Total Leads

20,404

### Total Matches

1,427



### SocialMatch

238,002  
Ad Displays



### Mail Tracking

97%  
Delivered



### Informed Delivery®

15,866  
Opened Email



### Online Follow-Up

4,151,485  
Ad Displays



### Social Media Follow-Up

1,529,883  
Ad Displays



### LEADMatch

20,404  
Leads  
1,427  
Matches



"We are very pleased to have continued our relationship with DirectMail2.0 in support of PRINTING United Expo in 2023. Their platform played a significant role in enhancing our direct mail campaigns which allow us to exceed our performance goals. The team at DirectMail2.0 are true direct mail professionals that understand the importance of this channel - plus they are truly a pleasure to work with."

Mark J Subers  
President, Events and Expositions  
PRINTING United Alliance

DM20.com

