

Case Study | Ipex DM Campaign United Kingdom

Ipex Achieves 10% Response Rate and an Increase in Visitor Numbers using Unique, Cross-Media Marketing Campaign

The organisers of Ipex 2010, IIR Exhibitions UK (part of Informa plc), used DirectSmile Cross Media software to create a personalised, cross-media marketing campaign for UK pre-registrants of the international print and media trade show. The campaign was considered a huge success with a 10% response rate and a 7% increase in the number of UK-based pre-registered printers that visited Ipex 2010 compared to the previous show in 2006.

The campaign was designed to communicate in a memorable and impactful way, the benefits of attending Ipex to pre-registered companies and individuals within five different market sectors, highlighting the key show attractions for each market, and ultimately, incentivising attendance.

DirectSmile's Cross Media software solution was considered the ideal product to ensure the success of the campaign, enabling personalisation across different media channels including print, email and the Internet, as well as providing the facility to track campaign response rates. "During my 13 years experience of organising exhibitions, I have never attempted such a sophisticated, personalised marketing initiative to drive

pre-registrants to a show. However, working with DirectSmile technology made this complicated initiative very easy and from an event management point of view, the campaign has been a tremendous success from start to finish," commented Nick Craig Waller, Marketing Director, IIR Exhibitions UK.

The campaign consisted of a personalised printed mailing and associated personalised web pages. The printed direct marketing piece was distributed in a first wave in March 2010 to 10,000 pre-registrants and during the next weeks until mid May to 18,000 pre-registrants. The mailer's personalised content included the recipient's address and badge number details, a personalised Ipex logo image, text customised for the five different target groups and the link to a personalised URL (PURL) - a customised web page, complete with links to all the Ipex exhibitors that would be of interest to the recipient.

Using DirectSmile Cross Media, the print mailers were automatically created from one InDesign document. In addition, the software automatically generated all 28,000 web pages with individual content, based on just one single web design - still giving each addressee the impression of their own unique Internet page.

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18-25 May 2010
NEC, Birmingham, UK

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To find out more visit your personalised website at
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IPex is organised by
IIR Exhibitions (part of Informa Exhibitions)
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London SW1E 5EW
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Email: ipex@iir.co.uk

Opening times

Saturday 18 May	10.00 – 17.30 hrs
Sunday 19 May	10.00 – 17.30 hrs
Thursday 20 May	10.00 – 17.30 hrs
Friday 21 May	10.00 – 17.30 hrs
Saturday 22 May	10.00 – 17.30 hrs
Sunday 23 May	10.00 – 16.00 hrs
Monday 24 May	10.00 – 17.30 hrs
Tuesday 25 May	10.00 – 16.00 hrs

Mr Lee Flanagan
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DirectSmile

SAVE £10
on the official Ipex 2010
Event Catalogue (pp. 23)

Thank you Lee for pre-registering for Ipex

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Lee Flanagan
Creative / Managing Director
WARM & FUZZY LTD
1113544

IPEX 2010

Ipex – the right decision for you...

DirectSmile

Ipex is where you will find the answers

- Compare products and services from more than 1,000 suppliers
- See every major brand in the industry – and hundreds of specialist suppliers
- Get to grips with the new technology that will change your business
- Discover new opportunities that will give you the edge over your competitors
- Meet and network with potential suppliers, customers and partners from around the world
- See, touch, feel and experience live working machinery
- Be inspired by some of the brightest minds in the industry
- Get free, expert advice on how to increase sales, raise capital and more...
- Visit suppliers from over 40 countries
- Be part of a whole host of social programmes and activities throughout the 6 days

New technology to change your business...

Over 1,000 leading companies from the following sectors will be exhibiting:
Design & Creative Services • Digital Printing • On-demand printing
Cost Management • Wholesale Retail

Free Seminars & Education

Printers' Profit Zone
Organised in association with Nick Devine, The Print Coach

If you are looking for ways to grow your sales... increase your profit margins... or boost your cashflow - you'll want to make your way to the Printers' Profit Zone. Pick up invaluable tips from industry gurus in this two-day programme!

- Sales & Profit masterclasses: discover the most profitable strategies for your business
- Clearflow masterclasses: learn strategies and tactics you can use to boost your cashflow and operating capital

Knowledge Centre

The Knowledge Centre is an affordable hub at the heart of Ipex 2010 where you can find expert advice and interactive presentations on a range of subjects, featuring the following list for print organisations:

- DMA (Direct Marketing Association)
- Best Practice Alliance
- IPMA
- and many more

Seminars include:
Best Practice Direct Marketing
Best Practice Email Marketing
Best Practice Social Media
Data Protection Updates
HARSCO

Great Print Debates
Presented by PMA International

The Printers' Great Print Debates have been widely hailed as one of the most interesting and thought-provoking events in the industry. Each panel of experts, thought leaders and high-profile industry members debate the most pressing issues facing the printing industry today. Four questions will be debated over the two days of the event with expert moderation by Mark Evans, former Chief Executive of the British Printing Institute of Technology.

Debate topics include:
• "Will we ever stop for publishing for printed media?"

All the key suppliers...

These are just some of the specialist suppliers at Ipex offering the products that match your specific areas of buying interest:

Canon • CDS Publishing Technologies International GmbH • Comorbiling • Digital Information • Drexelmidas • Fujifilm • HP • Konic • Komori America • Netprint • Océ • Océ Printing Solutions • Prepress Europe • Real Time Ltd • Ricoh • Tascam • Xerox • Screen Europe • Xerox

You can view a full exhibitors list via your personalised Ipex website.

Product trails

Head straight for the stands you want to see with our easy-to-follow product trails. Our route guides are available in the registration area and cover themes such as:

- Investment & Proc - in association with The Print Business
- Digitalisation Printing - in association with Digital Press magazine

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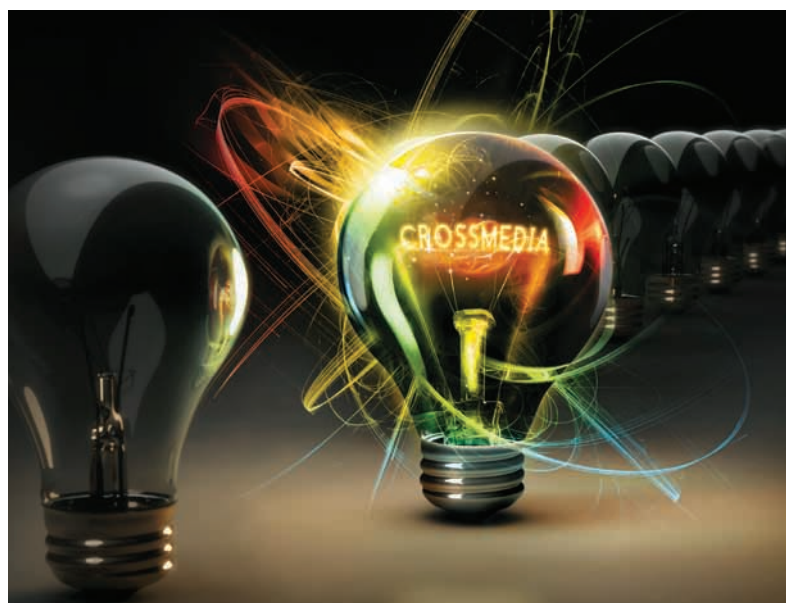
Details about the Campaign

The campaign's target groups were built by a logic generated by DirectSmile using the IIR database. The campaign content provided individualised information for 5 target groups:

- Commercial Printers (generic)
- Wide Format Printers
- Packaging Printers
- Marketing / Creative / Design Community
- In-House Print Buyers (In-Plants / Procurement)

The variable information included details on:

- Free Seminars & Education
- Printers' Profit Zone
- Knowledge Centre
- Great Print Debates
- Product trails
- All key suppliers to the target groups



Personalised Ipex logo

After the direct mail piece was distributed, IIR Exhibitions UK noticed that the campaign generated interest almost immediately, as DirectSmile tracked which PURLs were visited and which links within that PURL were clicked through to.

"The campaign achieved an impressive 10% response rate and the UK printers pre-registrant to attendee conversion rate increased to 53% from 46% at the 2006 show," said Nick. "This 7% increase clearly demonstrates the effectiveness of this campaign. However, even before Ipex 2010 took place, we could see from the tracked PURL visits that interest in the campaign was extremely high. After receiving the direct mail piece, pre-registrants were referring back to their PURL again and again and some even contacted me to say how pleased they were with the campaign's useful content, innovative approach and print-quality. "This reaction and significant increase in pre-registrants that attended Ipex 2010 proves the value of this cross-media campaign to its recipients and IIR.

The campaign created both an instant and lasting impact on our target groups, so much so that an increased number decided it would be beneficial to attend the show this year. From our point of view, working with DirectSmile Cross Media - one all-encompassing solution - has made the production process simple and cost-effective. The added benefit of being able to accurately evaluate the response to this campaign has been fascinating and really helped to prove the effectiveness of our marketing strategy. We look forward to providing Ipex visitors with similar targeted communications in the future."



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Nick Craig Waller, Marketing Director, IIR Exhibitions UK.



DirectSmile campaign dashboard