

Triggered direct mail program connects online & offline strategies.



CHALLENGE: Kasasa provides marketing, consulting and direct mail (DM) services to local financial institutions. But their DM business wasn't scalable, requiring manual list management that made life difficult for their clients who struggled to personalize offerings.



SOLUTION: Quad implemented JourneyMail™, an app for Salesforce that provides templates to easily customize DM pieces with personalized images and offerings. By streamlining workflows, the team could complete everything in one efficient sprint, and DM pieces could be automatically triggered by email and other channel engagement activity.



IMPACT: Kasasa can now offer clients a proven personalized, flexible, turnkey DM program. They've expanded print capacity and improved speed to market, going from monthly runs to weekly while cutting postage costs.

Increased run size by

80,000

DM pieces



“ With Salesforce and JourneyMail™, we can identify the right consumers with tailored messaging and create real marketing returns more efficiently than ever before.”

— Keith Brannan, Chief Marketing Officer