

How iExit Drives 155% ROI with Intelligent Direct Mail

THE CHALLENGE

Customer acquisition

iExit allows businesses on interstate exits to claim a listing for their business and sponsor the exit closest to their location - ensuring travelers see their listing first for that exit. By sponsoring an exit, businesses often get over 75 times more visibility and engagement with their listing than they would have received with a free listing.

The challenge for iExit was engaging and connecting with local businesses to make them aware of the app and the advertising opportunity.

Pump the brakes on digital channels

iExit Founder and CEO Evan Metrock and his team were using traditional digital marketing tactics to reach out to local businesses across the country. From email outreach to sales pitches on social media, iExit's sales reps were spending a lot of time online and seeing little success.

It was time to change lanes and bring in a new offline marketing channel: direct mail.

Snapshot

BACKGROUND

Industry: Technology, Travel
Lob customer since 2016

KEY RESULT

Automated direct mail achieves Annual Recurring Revenue ROI of 155%

CHALLENGES

- New customer acquisition
- Recurring advertising revenue

"We tested a postcard campaign with Lob and got immediate results with an Annual Recurring Revenue ROI of 155%," Metrock says. "Our sales methods couldn't scale in any form or fashion. We came across Lob and the light switch for direct mail came on. Not only could it scale, but **direct mail was profitable right off the bat.**"

THE RESULTS

155%
ROI

60%
increase in conversions after
direct mail experimentation

12%
budget savings with
Address Verification

iExit Interstate Exit Guide, much like TripAdvisor, is a free app that's trusted by thousands of travelers to guide them to the best stops on U.S. interstates. From I-5 to I-95, travelers can open the app and discover what exit to take to fuel up, get food, or find lodging for the night.



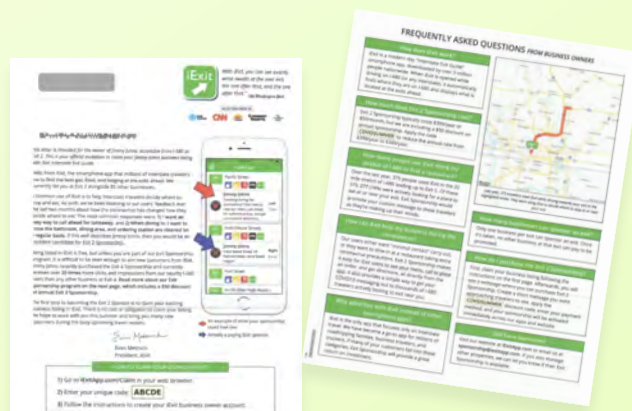
THE SOLUTION

Hyper-local and personalized intelligent direct mail

After the initial success of the postcard campaign and some hefty A/B testing, Metrock now uses intelligent direct mail to send hyper-local and personalized letters to businesses within a certain radius of interstate exits across the country.

The iExit team sent out almost 64,000 mailers and signed on hundreds of new customers for the exit sponsorship program and generated over almost **\$30,000 in profit from the direct mail campaign**. Also, by removing undeliverable addresses from the database, the iExit team saved thousands of dollars on the campaign.

Letters sent by iExit aren't your standard, "Dear Customer," letter either. iExit harnesses the power of data to prove the value of its advertising opportunity by including personalized information such as a map of the exit with the business they are targeting highlighted, a preview image of the business' sponsorship on the app, the number of customers that opened the app within a certain radius of that exit, how many clicks the business had on its listing, as well as what iExit users were searching for when they opened the app.



Step on the gas: A/B testing fueled measurable results

"A/B testing has been huge for us. Whether it's the format like a postcard or the messaging," shares Metrock. "We needed more space for information which is how we ended up with a two-page letter and the second page, the FAQ page, was a big turning point in boosting conversion rates."

iExit saw a 40% increase in users claiming their business listing on the app, and a 60% increase in purchased sponsorships when sending a two-page letter. The new format not only increased sales, but it also drastically cut down on customer support time by proactively providing the information customers needed.

Results on cruise control

Metrock shares they'll continue experimenting and testing the messaging and visuals on their current letters to drive more ROI but it seems for iExit they're on cruise control in terms of automating their direct mail.

Metrock tells us, "the vast majority of our efforts have been in direct mail to arrive at a business mailer with highly predictable and highly profitable results." By leveraging Lob's intelligent direct mail platform, the iExit team saves time on sales outreach so they can focus time, productivity, and resources on other business development initiatives.

iExit found the road to success with intelligent direct mail. Now it's time for you to drive results, too.