VentureStack

VentureStack brings home 2x marketing results with intelligent direct mail

THE CHALLENGE

Campaigns lacked personalization and automation

Direct mail for the real estate investing market hasn't changed much in the last decade resulting in many firms using very similar-looking boilerplate mail. The templates were basic, handwritten letter formats and lacked personalization and customization options, as well as elements like QR codes for tracking and attribution. VentureStack struggled to stand out from the competition in its efforts to acquire new home-selling clients. VentureStack wanted options for its direct mail marketing, aiming to have the capability to personalize and craft its unique designs. Additionally, VentureStack sought the ability to experiment with various aspects, such as mail piece structure, length, content, calls to action, and methods of response, including QR codes, URLs, and phone numbers.

VentureStack was also getting hamstrung by the manual, time-consuming nature in which it was executing its direct mail campaigns.

> " Having a technology integration to be able to get some of my time back and not have to focus on placing orders was a big win from the start. I could focus on A/B testing and finding new data, tweaking different things, so **Lob has been a big game changer for us.**"
>
> Tim McGarvey, Co-Founder

BACKGROUND

Based in North Carolina

Industry:
Real Estate Investment

venture-stack.com
greenstreethomebuyers.com

KEY RESULT

8.3x

return on ad spend from direct mail

CHALLENGES

· **Boilerplate templates**

· **Inefficient processes**

· **Limited personalization and customization capabilities**

VentureStack provides real estate investors with better deals. VentureStack provides access to off-market properties that have been rigorously underwritten with the investor's bottom line in mind.

Lob

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VentureStack

"

Direct mail has been a nice complement to our online initiatives. **It's a highly effective way to drive traffic to our online presence.** We have the protocol set up with retargeting and recapturing that information to be able to monetize that later down the line."

Tim McGarvey, Co-Founder

THE SOLUTION

Enter Lob's automated direct mail. VentureStack was introduced to Lob through a friend in the FinTech industry who was using Lob in a highly scalable manner. VentureStack was intrigued.

Tim McGarvey, Co-Founder of VentureStack, says, "A real differentiator was the ability to customize our mail pieces. And something that stood out immediately was not having the bottleneck of someone fulfilling an order."

VentureStack began using Lob in its new customer acquisition campaigns. It found near immediate success with a two-page letter. On the first page of the letter, VentureStack introduces its services and how it benefits the prospect to do business with the company. On the second page, it provides qualifications of the company, as well as properties it's purchased in the area. Lastly, it includes a trackable link to its website and an image of the person who the prospect would be working with to give it a personal, human touch.

VentureStack has also had success using direct mail postcards. Its postcards include a QR code to drive traffic to its website leading prospects to fill out a form. It then uses a Facebook pixel and pixels on its website to retarget and capture leads that way.

Lob

Connecting the world, one mailbox at a time.

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THE RESULTS

The most important metric VentureStack uses to measure the efficacy of its direct mail campaigns is return on ad spend, essentially return on investment. It tracks each campaign with an individual phone number.

VentureStack has done a lot of A/B testing of different types of content and types of lists to achieve its target of six times return on a campaign. McGarvey told us, "If we're at or above that mark, that's an indicator that we need to put effort into the channel, and we'll break that apart and figure out how to continue to increase the return." He further explains, "In our industry, companies normally target a 4 to 5 times return to be a viable, sustainable marketing channel. We have an 8.3 return on ad spend from direct mail, so we're blowing that out of the water."

McGarvey and his team only realized how successful their campaigns were once they met with other companies and started benchmarking results. They quickly realized they had very successful campaigns and decided they needed to double down on direct mail marketing and optimize what was working.

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KEY RESULTS

8.3x

return on ad spend from direct mail

- Increased personalization capabilities

- Greater efficiency and ability to test

THE FUTURE

VentureStack recently began using Lob's integration with Podio's customizable work management solution about six months ago and is layering in address verification and following up with people through Podio.

VentureStack plans to continue scaling up its direct mail marketing and has shifted 90% of its marketing budget to the channel.

> **Direct mail is the cornerstone of our marketing program,** and we're going to continue to double down on what's working for us."
>
> Tim McGarvey, Co-Founder

Set up your direct mail campaigns for success by downloading your copy of *Optimizing Direct Mail for Maximum Success.*

Lob

Connecting the world, one mailbox at a time.

Get a demo