

## GI Direct report reveals that the right trigger opens marketing opportunities

January 2010

The latest research from GI Direct on direct response marketing has found that 58% of UK consumers have noted that they have received marketing offers in response to a specific trigger or timely event.

The study into consumer perceptions of trigger-based direct marketing also found that the older the recipient the more likely they are to take note of trigger-based offers. The over 55s are most likely to notice trigger mail in their post (72%) than any other age group, while 18 to 24-year-olds are the least likely (39%).

Other variations in the findings were found between genders and regions. Men say they receive more trigger mail (55%) than women (51%). Consumers in Yorkshire note a particularly low level of trigger mail (47%) while Wales and London are especially high (64% and 65% respectively).

Data practices have become very refined and digital print allows for variable data to appear on every piece of marketing. These days, many businesses hold significant amounts of data on their customers, often gathered as a result of transactions or loyalty card membership. The more data they hold, the greater the opportunity to communicate with customers based on triggers, such as:

- a birthday (eg. contacting the customer with a birthday message and a special offer)
- moving housing (eg. an insurer or DIY store sends an offer)
- a particular product purchase (eg. offer on garden furniture after purchase of a BBQ)
- or an anniversary (eg. special offers to mark a year as a regular customer)

Customer behaviour is analysed to identify 'triggers', or changes that may suggest the need for a new product or service. An offer is then sent to encourage uptake of this new product or service at a time when the recipient is more likely to do so.

Patrick Headley, Sales Director, GI Direct, comments: "Almost any company collecting even basic customer data has the opportunity to carry out trigger campaigns. These campaigns communicate with customers at a time when they are more likely to make a purchase.

"Timing communications on this level can make a great impact on the recipient and incentivise them to spend more. Our newest survey shows that consumers really do take note of properly timed trigger mailings.

"The findings clearly show that trigger-based campaigns are now being carried out by businesses, but that more effort needs to be made with younger consumers. Marketers need to work harder to establish relationships with the younger generations – and gather accurate data on these consumers – if they are to connect with them on this level.

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### **About GI Direct**

GI Direct is one of the largest direct mail production houses in the UK, providing customer focussed solutions to a wide range of industries including financial services, charity and not-for-profit, mail-order, public sector and retail.

With 170 highly skilled people on a 170,000 sq. ft. site, GI Direct provides some of the most innovative and dynamic mail solutions available today...and tomorrow, supported by leading-edge technology. Our in-house manufacturing capabilities include digital, continuous and inline scitex personalisation. GI Direct can control every part of the production process, from concept to design and pre-press through to printing, enclosing and fulfilment.

For more information, please visit [www.gi-solutionsgroup.com](http://www.gi-solutionsgroup.com) and [www.creativeformats.com](http://www.creativeformats.com)