



Direct Marketing case study

Overview

Our client is a leading international exhibition and conference provider. They organise annual exhibitions in Germany, China, USA and India, each attracting tens of thousands of visitors from around the world.

Direct mail is the major means of promotion for this client with campaigns regularly sent to 2million plus recipients in over 100 countries worldwide.

Working with MHI

We have worked closely with our client over the past nine years to optimise both the postal routing and the mail piece design in order to qualify for the most cost effective but reliable service options.

By utilising a blend direct injection and local, regulated, supply routes for the major volume destinations we have been able to greatly reduce the overall postage cost to the client. In depth analysis of the mailing data means that we can optimise not only between international carriers but also between supply routes within each destination country. This approach would not be possible without having an extensive understanding of the complexities of each market. MHI manage every element from the data processing and mail piece presentation requirements to final dispatch.

What the customer says

“MHI have consistently offered best advice with relation to our mailing campaigns. Their knowledge of the international postal market surpasses anything that I have encountered previously – and I’ve been doing this a long time!” – Managing Director