

### Project Summary

#### Objectives

- Utilize customer data to create personalized marketing campaigns that expand product awareness and adoption
- Create and deliver these marketing campaigns at the right time to maximize the impact of their message
- Keep financial and personal data secure

#### Results

- Personalization is included in all direct marketing campaigns, creating a message that speaks directly to the recipient
- Direct marketing campaigns arrived in the mailbox of the recipient at the same time that other marketing activities kicked-off
- All customer data is managed with the utmost security with no breaches or leaks

## Targeted Direct Marketing



MIT Federal Credit Union (FCU) is a financial institution that services the entire MIT Community including students, alumnae, staff and faculty. The company offers a wide range of financial services, including checking and savings accounts, credit cards, auto loans, investment and retirement accounts.

MIT FCU wanted to create a series of direct marketing campaigns that would cross-sell products to existing customers. To increase their effectiveness, these campaigns would include personalized messages that were created from customer data.

Timing was also important, as these campaigns would need to be delivered to coincide with other promotions being done by the organization.

For help, MIT hired Goodway Group to create, print and mail ongoing personalized direct marketing campaigns to their customers.

# ▶ Goodway Group Case Study

## Success with Personalized Communications

Working with Goodway, MIT FCU was able to create data driven direct marketing campaigns that used customer insight to create key messages.

These campaigns include a series of letters and post cards that promote complimentary financial services based on what is already known about the recipient.

For example, customers with checking accounts might get a discount rate on a Visa card, while customers who already have a Visa card may get an offer for a no-charge checking account.

Goodway created and delivered these direct mail pieces so that they would arrive at the recipients' home in time to coincide with the implementation of other marketing activities such as email campaigns and in-branch events.

## Keeping Data Secure

Because of the sensitive nature of the data involved in these campaigns, MIT FCU needed a vendor they could trust to keep their data secure.

Goodway delivered on this goal, managing the data with utmost security with no breaches or leaks.

## Corporate Background

Goodway Group of Massachusetts is a ninety-year-old privately held print, marketing, and distribution company headquartered in Burlington, Massachusetts. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn visit [www.goodwaygroup-ma.com](http://www.goodwaygroup-ma.com) or call 781-272-2690