

# CDMG Case Study: 1-800-Contacts

## How Relationship Marketing Increased Profitability for 1-800-Contacts

### The Marketing Challenge

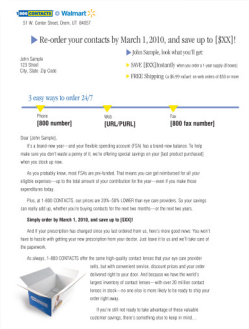
1-800-Contacts is a company that markets contact lenses, and was looking to expand by marketing their product to Wal-Mart employees. Since 1-800 Contacts did not have a relationship with Wal-Mart employees, our challenge was to overcome the skepticism and create excitement about the third party marketing offer.



### The Strategy:

CDMG created a personalized direct mail letter campaign that included:

1. Powerful, personalized direct response copy that emphasized powerful incentive in the offer
2. Direct Response Art to help maximize readership
3. A compatible landing page
4. A Direct Mail Piece with high quality personalization of the envelope and the letter using Wal-Mart's employee data to strengthen response



### The marketing strategy emphasized:

- The importance of their Flexible Spending Account (FSA), to be able to use it for buying their contacts.
- Branding by creating a bridge between 1-800-Contacts and Wal-Mart



- Relationship marketing

- Taking the old offer and making it into a direct response offer as exciting as possible.

- We heavily used high quality personalization on the envelope, inside the letter, in the value added piece and on the order form—everywhere.



- And with some of the data that Wal-Mart had on their employees, we used data for even greater personalization.

In all, a power relationship and direct mail campaign was created for 1-800 Contacts.

### The Results:

We helped 1-800-Contacts solidify its Wal-Mart relationship with the company and its employees, increasing sales and generating new customers for 1-800-Contacts – by applying the latest in advanced direct response strategies and tactics. Wal-Mart took 1-800-Contacts offer because of CDMG's expert strategy.

