



CASE STUDY:

■ ☒ ☒ ☒ ☒ CASE STUDIES



### Direct Mail Premium

**Goals:** Establish Mantas as a leading provider of behavior detection software. Persuade CIO's and CFO's of large financial institutions to take Mantas sales reps' calls.

**Outcome:** Created high-end dimensional direct mail packages that break through the clutter. Mantas sales reps were successful, scheduling appointments with 33% of recipients.

**Summary:** Reached a very niche audience with unique buying habits. Broke through to an audience that is notoriously difficult to reach.



< PREVIOUS

NEXT >