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# PODi Digital Print Case Studies

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**Project:** VetCentric Boosts Sales and Cuts Costs with Personalized Postcards

**Vertical Market:** Other

**Business Application:** Direct Marketing/Direct Order

### Business Objectives

VetCentric, Inc, headquartered in Glen Burnie, MD, is a complete veterinary pharmacy. Working with veterinarians, VetCentric delivers pet owners prescription medications directly to their front door.

Prior to working with Heckman Ink and MSP Digital Direct, VetCentric sent weekly refill reminders to pet owners by printing form letters in-house and manually folding, inserting and mailing them. Full first-class postage was used on each letter and the process took 8-10 hours every week to complete..

VetCentric needed a solution that would:


- Reduce labor costs
- Reduce postage costs
- Increase response rates
- Improve quality of marketing materials

### Results

- 14% response rate
- Labor reduced from 8-10 hours a week to 15 minutes a week
- More than \$9,000 in postage saved annually

Telegraph Road Animal Hospital  
7863 Telegraph Road  
Severn, MD 21144


Dear Antoinette,  
It is very important that Caesar receives preventive medication every month. Act now and take \$1.00 off your next purchase of Advantage®. The discount has been applied to Caesar's available refill and will remain in effect until 12/2/2006. Just visit [www.vetcentric.com](http://www.vetcentric.com) and log on to your **VetCentric Medicine Cabinet**.  
Sincerely,  
Telegraph Road Animal Hospital




[www.vetcentric.com](http://www.vetcentric.com)

Presorted  
Standard  
U.S. Postage  
PAID  
Pittsburgh, PA  
Permit No. 478

**Antoinette, Caesar's Advantage® prescription has run out. Your refill is available at [www.vetcentric.com](http://www.vetcentric.com)**




**SAVE \$1** Expires 12/2/2006  
on your next purchase of Advantage®. Go to [www.vetcentric.com](http://www.vetcentric.com) and log on to your VetCentric Medicine Cabinet.



Advantage® is a registered trademark of Bayer.

**FREE SHIPPING**

All products are shipped free of charge for orders more than \$39.99 through the United States Postal Service, Priority or First Class unless the order is composed entirely of products requiring a shipping fee (COTD, therapeutic diets or accessories).

Ask your Vet about **VetStore** by  **VetCentric**  
From Your Veterinarian To Your Home



## Campaign Architecture

Heckman Ink and MSP Digital Direct worked with VetCentric to design a program that would streamline the refill reminder process, reduce costs and increase response rates. The result, a highly-personalized, full-color jumbo postcard template that includes the following variable elements:

- Veterinary Clinic's Name & Contact Information
- Pet's Name
- Pet's Species (cat or dog)
- Pet Owner's Name
- Prescription Due for Refill
- Prescription Discount (custom for each product)
- Discount Expiration Date

VetCentric's weekly refill reminder program, which took VetCentric 8-10 hours a week to implement in the past, now takes less than 15 minutes. VetCentric simply exports and emails a list once a week to MSP Digital Direct and they're done. MSP Digital Direct qualifies the list for maximum postage discount, drops the data into a Pageflex-powered template and prints and mails within one business day.

Pet owners can respond by ordering online or by calling a toll-free number. While the mailings are segmented (cat versus dog), there is no difference in the response rates for the two segments.

### Offer

The order discount varies based on the customer's order history, whether the pet is a cat or a dog, and the pet's medication history.

### List

VetCentric maintains a database of all its customers and exports a list that drives all of the variables (text and images) listed above.

### Creative and Outbound Piece

In addition to the variable text on the postcard the images vary depending on the type of pet.



### Reasons for Success

The amount of time it takes VetCentric to send their weekly refill reminders has decreased from 8-10 hours to about 15 minutes a week, according to Sherry Plummer, Direct Mail Coordinator. That's the amount of time it takes to export a contact file from the customer database and e-mail it to MSP Digital Direct.

Plummer says VetCentric has reaped other rewards beyond the time and postage savings. According to Plummer, the full-color postcards look much better than the letters and are producing a 14% average response rate, which is much higher than the response rate from the reminder letters. Plummer thinks the reminder letters might have had a lower response because people may have thought they were junk mail. Since the postcards are large and bear the name of the veterinary clinic and the name of the pet, people are much more likely to keep the cards and use them as reminders – in some cases even putting them on their fridge, the ultimate goal of any marketer. According to Plummer, if someone is going to respond to a postcard by ordering a refill, they usually do so within two to three weeks of receiving the card.

VetCentric plans to continue using personalized reminder postcards for the foreseeable future. Plummer says VetCentric is also exploring options for incorporating more e-mail communication in the reminder process, but will probably combine e-mail with print reminders instead of switching to e-mail completely.

### Awards

This application won a 2009 PODi Best Practices Honorable Mention in the Direct Marketing category.



<b>Client</b>	VetCentric, Inc. <a href="http://www.vetcentric.com">www.vetcentric.com</a> Headquartered in Glen Burnie, MD, VetCentric, Inc. is a complete veterinary pharmacy. Working with veterinarians, VetCentric offers pet owners easy, secure ordering, reliable delivery, and great customer service for their pet's prescription medication needs.
<b>Print Provider</b>	MSP Direct <a href="http://www.mspsdigitaldirect.com">www.mspsdigitaldirect.com</a> Located in Freedom, PA, 25 miles northwest of Pittsburgh, MSP Digital Direct develops and executes 1-to-1 cross media marketing communication programs for its diverse client base. These programs include web-to-print, PURLs, variable data printing and print-on-demand services.
<b>Agency</b>	Heckman, Ink <a href="http://www.heckmanink.com">www.heckmanink.com</a> Headquartered in Annapolis, MD, Heckman, Ink, serves customers throughout the United States. As a full-service business printing supplier, the company specializes in custom direct digital printing, business forms, labels, tags and envelopes.
<b>Hardware</b>	HP Indigo 5000
<b>Software</b>	Pageflex .EDIT and Mpower
<b>Target Audience</b>	Pet owners
<b>Distribution</b>	Quantities vary from hundreds to thousands per week
<b>Date</b>	Ongoing