



HALLMARK CARDS

Hallmark Cards, a Forbes 100 company, is the largest greeting card manufacturer in the United States and the trusted source for cards and gifts that help people express their feelings and connect with others.

Hallmark's Gold Crown stores are key distributors of Hallmark products. The majority of the 2,000+ Gold Crown retail locations are independently owned and operated.

With these challenges in mind, Hallmark's local store marketing team began searching for a company to help them create a centralized marketing portal that their retailers could use to manage, customize and deploy all of their marketing from within a single system. In addition, it was vital that the solution provide robust reporting to manage effectiveness of the various marketing tactics.

THE SOLUTION

A CENTRAL ONLINE PORTAL WHERE RETAILERS COULD MANAGE ALL MARKETING EFFORTS.

After reviewing 15 vendors, Hallmark selected NextPage's marketing communications portal for its proven performance, ease of use, built-in customer support, and flexibility.

Hallmark and NextPage worked together to customize NextPage's out-of-the box solution to meet the unique needs of Hallmark's users, including:

- An online library of corporate and location-specific marketing assets such as logos, photography and offers.
- A data bridge to Hallmark's Teradata CRM database of 20 million Crown Reward members, which allows users to create lists based on segmentation and purchase behavior.
- The ability to send email and direct mail pieces to one person at a time with high levels of individual personalization.
- "Best Practice" guides to help store owners follow Hallmark's recommended marketing tactics.
- Integrated customer service and technical support from highly-trained representatives.

THE PROBLEM

HELPING 2,000+ RETAIL LOCATIONS MARKET MORE EFFECTIVELY AND EFFICIENTLY.

For Hallmark, the success of their Gold Crown store network relies on their independent owners' ability to market to their local customer base. To support store owners, Hallmark's local store marketing team created branded marketing materials and provided users with a CRM data warehouse powered by Teradata for generating marketing lists.

However, deploying the branded marketing materials required Hallmark retailers to use four separate online platforms for ordering email, downloadable assets, and direct mail, and a catalog for ordering greeting cards. These four uncoordinated ordering processes created confusion and inefficiency among the retailers, leading to limited adoption and inconsistent presentation of Hallmark's brand. The uncoordinated systems also make it difficult for Hallmark's corporate team to measure response and ROI for their retailers' marketing tactics.



DRAMATIC REDUCTION IN TIME AND COST OF MANAGING LOCAL MARKETING, HIGHER RESPONSE RATES, AND CONSISTENT BRANDING ACROSS THE HALLMARK NETWORK.

Since the launch of Hallmark’s new “Retailer Customized Marketing” (RCM) platform, the time and cost for many local stores to produce brand relevant marketing campaigns has decreased, and presenting the brand consistently across all tactics is no longer a challenge.

The increased personalization and targeting provided by NextPage’s variable data direct mail system has also improved response rates. Local stores are achieving average response rates of 12.5% for birthday card campaigns sent to customers, 20%

for holiday campaigns, 6% for standard promotional postcards, and 0.6% for email campaigns.

“We needed to create a consistent branding experience for our customers between local and national marketing, while at the same time providing our local store owners with all the tools necessary for them to create and execute their own, unique marketing messages,” says Carlos Corredor, Program Leader of Hallmark’s RCM program. “NextPage’s integrated on-site production ensures that our direct mail and email campaigns are deployed quickly, while meeting Hallmark’s exacting branding and quality standards.”

At a corporate level, the new RCM platform has given Hallmark much needed tracking and reporting, helping them to continually improve their local stores’ marketing efforts. The flexibility and scalability of NextPage’s system has allowed them to grow the RCM platform to meet more of their local store owners’ needs.

