



Tulsa Direct Mail, Inc. offers a turnkey direct marketing solution including design, printing, list acquisition, targeting, and mailing. One of the company's unique value propositions is the ability to track the path of severe storms and then offer its customers in the contractor and repair services industries precise targeting of residences and businesses most likely to be in need of their services due to storm damage.

Challenge

In the past, Tim Kuehnert, President of Tulsa Direct Mail, used desktop mapping (GIS) software and specialized data to track the path of severe storms for his clients and develop direct marketing campaigns on their behalf.

However, as business expanded and his customer list grew, Kuehnert required a more robust and elegant Web-based solution that would allow customers to go online, view target opportunities on a map, acquire lists, and execute campaigns. In other words, a "self-service" solution.

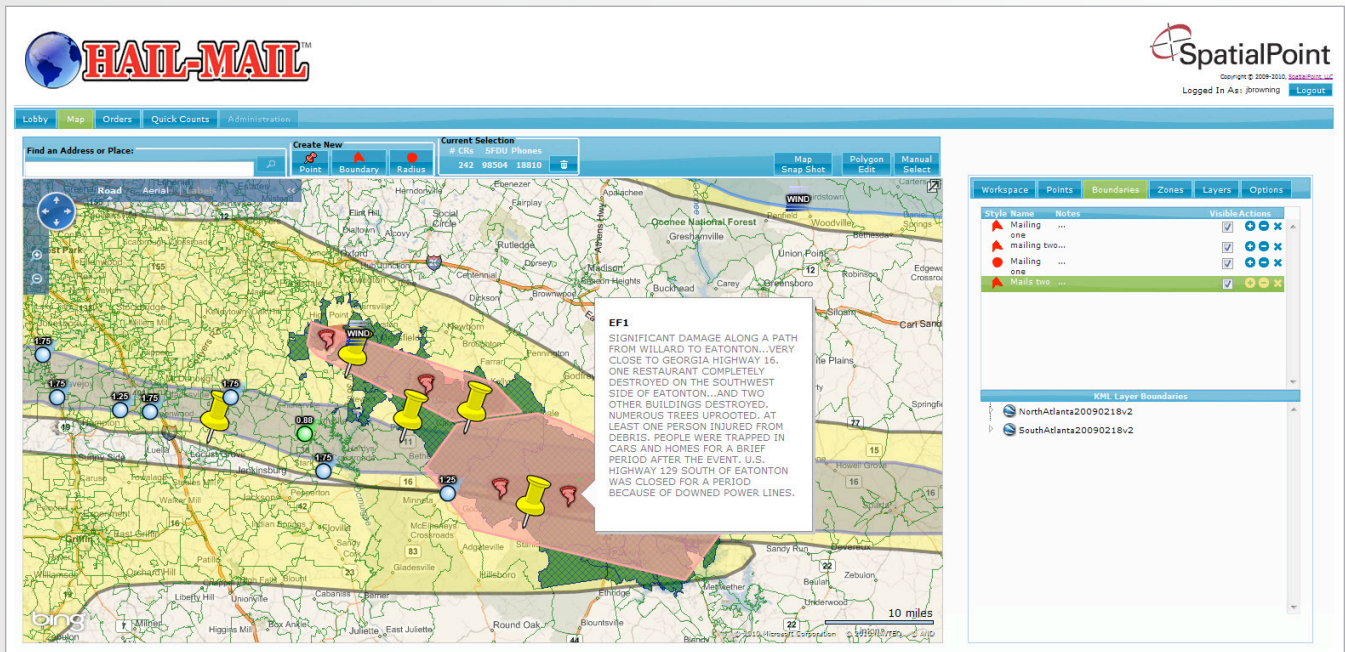
In addition, the solution needed to be scalable to accommodate Tulsa Direct Mail's growing business and also intuitive and easy to use so that non-GIS users could log-in and get exactly what they needed.

Solution

Kuehnert said he evaluated a number of competitors in the marketplace and chose SpatialPoint. "They were able to immediately understand what I needed and were in a position to quickly build a solution for me," Kuehnert said.

The solution SpatialPoint developed for Tulsa Direct Mail uses Bing Maps, Carrier Route boundaries for precise targeting, and weather data. In addition, SpatialPoint hosts the solution in its secure data centers and provides ongoing support.

Now customers of Tulsa Direct Mail, such as contractors, can go online, view storm paths and areas of likely damage, get targeted lists, and execute direct mailings quickly after an event has occurred to promote their services.



"Hail-Mail" from Tulsa Direct Mail helps customers identify target markets based on the path of a storm and the damage it creates.

Results

"Many contractors suffer from poor targeting, which leads to wasted marketing dollars. With our application, they are now able to view mailing campaigns in a more comprehensive way. They can actually see where their responses are coming from and target more efficiently," said Kuehnert.

And what's been good for Kuehnert's customers has been good for Tulsa Direct Mail. "Our customers can see the bigger picture and that often means spotting other opportunities on the map they hadn't thought of targeting. Now they tend to spend more money with us—and it's money well spent in terms of ROI," Kuehnert said.

The solution has been online since mid-2009 and Kuehnert continues to work with SpatialPoint to add new functions and capabilities. As for working with SpatialPoint, Kuehnert said, "They demonstrated an exceptional ability to understand how a user would interact with the system and they designed an interface that took that workflow into account, which ultimately benefited our customers and company."