

LEAD CONVERSION



ADP Major Accounts Division Achieves Record ROI Through **echo's** Lead Conversion Tool.

the company

ADP is the industry-leading provider of automated business solutions. ADP provides employers around the globe with products for payroll, accounting, human resources and benefits administration. The Major Accounts Division of ADP represents a significant portion of the company's revenue, employing over 800 sales representatives in six divisions across the United States.

the challenge

ADP wanted a solution that would allow them to:

- automate the marketing process for each division to free up 'selling time'
- maintain brand integrity while providing a means to customize materials at the division level

the solution

The first step was to analyze ADP's sales and marketing processes to develop an enterprise-wide solution. From there, **echo** developed a four-touch multi-channel campaign using, our data-driven lead conversion and distribution tool.

the campaign

Next, **echo** implemented a series of comprehensive campaigns with up to four touch-points.

1. Each prospect received an oversized postcard that incorporated variable data and a pURL (personalized web page), to access additional information via the web.
2. The next component was a letter personalized to the prospect from the sales representative. Information on the letters also used variable data extracted from the ADP database to ensure the most relevant message to the prospect.

Prior to working with **echo**, each division of Major Accounts independently executed its own direct marketing efforts. Divisions were supplied with form letters and pre-printed postcard shells. The sales staff would label letters and postcards by hand within the various ADP offices.

- immediately distribute warm leads to the sales staff
- allow sales managers a global view of sales appointments generated by their marketing efforts
- cleanse their prospective data
- integrate their marketing efforts with their CRM software

ADP supplies 'prospect data' from their company-wide CRM system on a regular basis. The data created is transferred to **echo**, 'scrubbed' to weed out incomplete or incorrect addressing, naming and commenting, then transferred directly into their CRM.

3. After allowing time for the letter to arrive, an email was sent, also populated with the sales rep's information and personalized to each prospect. The email also contained a clickable link to the pURL.
4. When a user activated the pURL link, **echo's** system generated a personalized web page 'on-the-fly' to satisfy instant demand for additional information. The system also notified the appropriate salesperson at ADP electronically. This email contained all necessary contact data to facilitate a follow-up call.

After the final touch-point, all campaign activity is then uploaded into ADP's CRM for tracking and ROI calculations.



Postcard

pURL



Letter



Email



the **echo**effect:

- 🔊 Remarkable ROI - Dollar for dollar, ADP secured **\$108 for every \$1 spent**.
- 🔊 Sales personnel are able to focus on what they do best... sell vs. spending time applying labels to their mailers. ADP has **saved literally thousands of man hours** with **echo's** Lead Conversion.
- 🔊 Campaigns are produced and released on time. The system is so reliable, ADP's Division Managers set their call cycles by it.
- 🔊 ADP Division Vice Presidents have access to online reporting to measure campaign effectiveness and close rates at a global level.
- 🔊 ADP no longer needs to incur the costs of printing shells and postal fees to mail them to the various divisions. Campaigns are produced 'on-the-fly' using our variable data engine, eliminating waste and storage fees.