

Allied Transpromotional Communication

It all starts with a simple statement – the one communication that customers look for each month!

Transpromotional Communication describes a type of document or corporate communication strategy that delivers transactional information and promotional marketing messages. By adding relevant messages to transactional documents (statements, invoices, notifications etc...), companies can strengthen relationships and increase revenue. **Organizations utilizing transpromotional communication typically see the following results*:**

36% increase
in response rates

24.5% increase
in the value of an order

47.6% increase
in retention

31.6% increase
in revenue/profit

33.9% increase
in response time



5 Reasons Why Statement-Based Marketing Works

Unrivaled Openability

Statements and invoices are expected—they contain important financial information and usually require action. More than 95% of transaction documents are opened and read each month – far more than any other type of direct response effort.

High Involvement

Bills and statements receive more attention than any other form of communication including television advertisements. Studies show that the average customer invests between one and three minutes for statement review.

Trusted Media

While e-security and telephone fraud continue to make headlines, nearly everyone trusts the postal service to send and deliver mail – including highly important documents.

Functionality

Statements are often viewed more than once. The paper-based nature of transaction mail helps consumers pay bills, submit expense reports, prepare taxes and file documents.

Greater Returns

Statement-based marketing is effective because it targets current customers. A five percent increase in current customer business can translate into as much as a 50 percent increase in bottom-line profits.

* Source: Adobe

For over 60 years, **The Allied Group** has partnered with many successful companies and organizations to achieve great results. Many of your colleagues have already chosen **The Allied Group** as their one-stop source to implement marketing and fulfillment programs.

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Implementing Marketing & Fulfillment Programs.