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Accelerating Content Migration, Analysis and Optimization with Messagepoint

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ABOUT THE COMPANY

IWCO Direct® (IWCO.com) is one of the largest providers of direct marketing solutions in North America. Earning customers' trust by collaborating with North American marketers for more than 50 years, the company has a full range of direct mail and marketing services across all channels including print, email, SMS, Web and social media.

Guided by the "Power Your Marketing™" approach, the company produces highly personalized paper-based and digital marketing programs with impactful design, disciplined execution, and measurable response to inspire performance across all marketing channels.

CHALLENGE

Accelerating on-boarding and content analysis processes

IWCO Direct is focused on driving results for their clients and that comes down to increasing both response rates and enabling agility to accelerate time to market. To that end, the team was looking for ways to streamline their new customer and touchpoint onboarding processes.

"Rationalizer has enabled us to accelerate the onboarding process by easily migrating hundreds of client communications within minutes instead of hours."

David Klempke,
Director, Portfolio Management Office & Strategic Solutions, IWCO

AI-Powered Content Migration, Analysis and Optimization

IWCO Direct has leveraged Messagepoint's intelligent content hub for managing customer communications since 2015. By using Messagepoint, IWCO has been able to empower their client's business users to directly create, manage, test, and approve the messaging, rules, and personalization within the communications. These capabilities along with the platform's advanced content targeting, sharing and control features have enabled IWCO to significantly increase business agility while improving campaign response rates.

When Messagepoint introduced its AI-powered Content Intelligence engine, MARCIE, the team at IWCO saw the ability to tackle important additional challenges — content onboarding, analysis and optimization.

In 2020, IWCO began using Rationalizer, Messagepoint's content migration and optimization solution powered by MARCIE, to accelerate and streamline the onboarding and analysis of customer content and communications. The team valued MARCIE's Intelligent Ingestion process for analyzing and automatically tagging content to save considerable time manually scanning paper documents. They also valued Rationalizer's MARCIE-powered dashboards that highlight matching and similar content across large numbers of communications to reveal opportunities to consolidate and improve existing content.

IWCO achieved consolidation and optimization in four key steps:

1 Inputs

IWCO leverages Rationalizer's Intelligent Ingestion of content to bring in documents in a variety of formats such as PDF and DOCX. Intelligent Ingestion also automatically attaches metadata tags at both the document and content level.

2 Configuration

Configuration of document level metadata is leveraged for grouping documents by format, version and campaign to help with the efficiency of migration, but also in analyzing marketing performance. Content level metadata assists with the process of content analysis, content searches, bulk editing and is also used to define the types of content blocks to support defining zones and message naming in the Messagepoint platform.

3 Analysis

Rationalizer streamlines the analysis process and through its dashboard, IWCO can identify content deviations, similar and duplicate content, and issues with sentiment, reading comprehension and brand alignment. This both reduces work effort in the migration and provides the team with the insight necessary to clean up the inventory in order to deliver better content and drive efficient content management on an ongoing basis at a corporate and campaign level. The team can then also analyze content by bringing in their response data for campaigns to adjust content for better market response rates.

4 Optimization

The team leverages Rationalizer's one-click content consolidation process to create a single shared content block for duplicate and appropriate similar content. This dramatically accelerates future change management processes, and reduces maintenance effort for communications. Through this process, they also address brand violations, any reading comprehension level issues and sentiment concerns within the content.

By leveraging the content analysis together with their own market response rate analysis, IWCO has been able to understand which content is performing best, so they can target content modification efforts and drive higher response rates.

"By using Rationalizer's Content Intelligence capabilities for content analysis and automated tagging, we can easily identify and understand attributes about the content that are important to us and need to be addressed. These insights have enabled us to reduce ongoing content management time by 50% through the consolidation of similar and duplicate content. In addition, the ability to identify content optimization opportunities around reading comprehension, sentiment and brand alignment help us improve content to drive higher response rates for our clients."

David Klempke,
Director, Portfolio Management Office & Strategic Solutions, IWCO

Benefits

IWCO Direct provides sophisticated print and digital direct marketing solutions to its clients and needed a solution that could help them improve both the effectiveness of their materials and the efficiency of bringing those materials to market. Messagepoint was able to help with:

+ Streamlined onboarding, content tagging and analysis processes using Rationalizer that supported their own methodology

+ One-click consolidation of similar and duplicate content to reduce content objects

+ Identification of content optimization opportunities for readability, sentiment, and brand alignment

+ The ability to correlate their market response data to specific content to target it for modification

Impact

IWCO has achieved many positive results through their use of Rationalizer, including:

+ New content onboarding has been reduced from hours to minutes.

+ Content consolidation has reduced content inventories by up to 70%.

+ Content management time has been reduced by 50%.

+ Response rates have increased across client campaigns through optimized content and increased visibility into granular content performance.

"It all comes down to higher response rates for our clients. Using Messagepoint, we have been able to significantly increase our agility and speed to market, while also driving improvements to the levers that directly impact response including advanced personalization, content targeting and content optimization."

*David Klempke,
Director, Portfolio Management Office & Strategic Solutions, IWCO*

To learn how Messagepoint can transform your customer communications management, contact us today.

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