

CASE STUDY

Smith Financial

Industry: Banking & Financial

Vehicle: Direct Mail

Products: Magazine Subscription Card

Features: Custom Card, Insertion into SFS
Promo Materials

Smith Financial Services included a free magazine subscription in their welcome packets for individuals who opened new retirement savings accounts. The mailed kits included the subscription card, account information, and a guide on how new customers could manage their accounts online. Magazine subscription cards are a high-value yet cost-effective component to sampling, customer acquisition, awareness and loyalty campaigns.

