

# How Contorion uses customer data efficiently in their CRM with direct mail and 1:1 image personalisation



Conversion rate

**4 %**

### Hyper-Personalisation

Through 1:1 image personalisation, Contorion is able to send maximally personalised order forms to its customers and thus significantly increase the purchase frequency.



Effort reduction

**70-80 %**

### Marketing-Cloud

With the integration of optilyz into the marketing cloud, Contorion was not only able to massively reduce the effort in the implementation of print campaigns, but also use customer data more efficiently.



Cost reduction

**15 %**

### Performance

The integration of automated print touchpoints into the customer journey enables Contorion to manage the print channel as flexibly as it does Emails or other digital channels.



*“Thanks to optilyz, our reactivation campaigns by letter are now just as fully automated as our email campaigns. This saves us a lot of time and money. In addition, the 1:1 image personalisation has a significant impact on future purchase frequency and thus on customer value development. This enabled us for the first time to not only map text but also images individually for each customer on a large scale.*

**Christian Efendic,**  
Team Lead CRM at Contorion

# Hyper-Personalisation with optilyz

Contorion wants to address selected customers even more efficiently with maximally personalised mailings. The idea: Individualised order forms for the most recently purchased consumer goods are sent to each customer. On the form, article numbers, descriptions and product images are to be compiled individually for each customer. The recipients then only have to enter the required quantity and return the completed form or are incentivised to place an online order. The required data is available in Contorion's systems.

**The problem: the manual merging of tens of thousands of pictures with further data from different systems is virtually impossible.**

## Maximum personalised order forms

Contorion has connected optilyz to its content data and systems in order to be able to use 1:1 image personalisation with minimal setup. The respective product images including data are directly transferred and automatically printed on the respective order form. In addition, there is an appealing cover letter with the slogan "Want a refill? For your reorder we offer you a 15% discount." in the envelope. In this way, an extremely profitable and maximally relevant customer approach is possible:

- Minimal setup effort enables automated 1:1 image personalisations
- Product images are printed individually per customer on mailings
- Top customer segments are successfully addressed with maximally relevant mailings

## Cost reduction thanks to marketing cloud

Contorion's marketing mix includes postal mailings, which work exceptionally well. However, the manual implementation of the campaigns required cumbersome coordination of several service providers. In addition, the available customer data could not be used efficiently to realise the full potential of the channel.

**As a result, implementation with a lot of manual work offers little flexibility and causes high costs at the same time.**

### Automated reactivation campaigns

Contorion has integrated optilyz into its marketing cloud. Reactivation campaigns are thus effortlessly supplemented with automated mailings. The postal channel now runs just as systematically as the online channels:

- Recurring mailings are integrated into the customer journeys
- Segmentation are also used effortlessly for letters and catalogues
- A/B tests are carried out to continuously increase success

## | Contorion GmbH

Contorion is a leading digital specialist retailer for handicraft and industrial supplies. The company's range includes over 300,000 products from renowned manufacturers from the areas of power tools, hand tools and workwear, among others. Thanks to a high level of user-friendliness, professional customer service and short delivery times, Contorion is now the central contact point for hundreds of thousands of businesses and private customers. The company employs over 180 people at its Berlin location. Since 2017, Contorion has been part of the Munich-based Hoffmann Group, which has a turnover in the billions.

## | optilyz GmbH

optilyz is Europe's leading direct mail automation and programmatic print software. Letters, postcards and self-mailers can not only be printed and sent effortlessly, but also easily integrated into cross-channel marketing, automated and better personalised. Europe's most innovative companies as well as large corporate chains use optilyz to manage print mailings as well as digital channels. Through the partnership with ClimatePartner GmbH, optilyz has been operating climate-neutrally since January 2021.

# Do you want to maximise the success of your direct mail campaigns?



## Get in contact!



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