

# Successful customer loyalty with personalised print mailings



GRENKE's strategy for higher second order rates



Visual: Appeals to the target group & corresponds to the Zeitgeist



Personalisation: a simple personalisation of text (3 variations)

## Use Case "After Sales"

GRENKE's customer data analyses has shown that the majority of new customers only made one purchase – partly because these initial purchases were often made via dealer sales. Customer loyalty and an increase in brand awareness were the levers for a personalised print mailing. Good to know: In the financial sector, print is still associated with reliability and trust.

- **Format:** high-quality 4-page self-mailer (standard format)
- **Segmentation:** first purchases
- **Design:** unobtrusive, modern, trustworthy & elegant

## About GRENKE

**Industry:** B2B financial services  
**Marketing Cloud:** Oracle Eloqua



Leasing, banking and factoring from a single source: GRENKE is the financial partner for small and medium-sized companies. With over 40 years of experience in the market and locations in 33 countries, GRENKE knows exactly what companies need to push their business forward: financial freedom to realise ideas.

## Characteristics

GRENKE has a very **large and heterogeneous dealer and customer structure**, which is characterised by two main sales channels, dealer and direct sales. That requires strong **data analyses** in marketing, **segmentation** and **personalisation**. Moreover this is why all **CRM-measurements** are planned and implemented on a data-driven basis. In order to be able to work in a targeted manner in this complex environment, GRENKE's CRM is currently focussed on maintaining existing customers. Within their customer journey this is **the main area for print mailings**.



” With After Sales communication, we create awareness of the GRENKE brand among existing customers and thereby increase customer loyalty.

**Isabell Rösch**  
Senior Professional CRM  
GRENKE AG

**28%**  
Increase\*

\*Up to 28% increase in the number of contracts compared to the control group



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