



Product Launch Campaign Receives Off the Charts Results from C-Level Executives

Planview is an industry-leading provider of portfolio management solutions that enable IT and product development organizations to balance strategy against the resources available to execute, to help customers achieve their strategic goals. A Launch Marketing client, Planview is an active marketer, focused on generating demand across product lines.

Opportunity

New product launch campaign.

Planview Enterprise is a decision-making platform that enables clients to synchronize top-down planning with bottom-up execution. As an enhancement to this market-leading product, Planview was planning to announce the launch of a highly interactive analytics application, Insight Analytics, which was expected to generate immediate interest from executives.

Strategy

Sneak Peek. A pre-launch preview to current customers.

Planview wanted to provide its customers an insider's first peek at the newest product. To do so, Planview needed an integrated, multi-touch marketing campaign that would drive recipients to participate in a webinar and/or product demo and could meet an aggressive timeline for development, implementation and launch.



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*Linda Roach
Vice President,
US and Corporate Marketing
Planview, Inc.*

Approach

Targeted messaging to drive demand.

Planview outlined the framework for this campaign, including the theme direction, estimated e-mail and postal mailing schedules, calls-to-action and proposed campaign prizes/giveaways. In addition, Planview segmented their current customer database into three groups: Group 1 included C-level executives, Group 2 included Product Sponsors – directors and managers – and Group 3 consisted of hands-on product users. This fine segmentation allowed for more targeted messaging to better speak directly to the interests of their targets.

With a campaign framework outlined, an aggressive timeline and busy workloads, Planview turned to Launch Marketing for strategic guidance, project management and creative services to develop and launch the integrated marketing campaign.

At the kick-off meeting, Launch Marketing met with Planview to more closely review the campaign strategy and initial approach. Then Launch Marketing's strategic and creative teams brainstormed ideas to increase the campaign impact and further flesh out the approach, theme, key messages, calls-to-action and creative. As a result, Launch Marketing developed several ideas to enhance the campaign, including a revamp of the call-to-action to incorporate an interactive game piece. This expanded call-to-action would provide recipients further incentive to visit the campaign landing pages where they could enter a game code, obtain additional product information and ultimately register to participate in the offered events. In addition, Launch Marketing suggested adding a personalized letter from a senior executive to the targeted groups consisting of C-level executives and product sponsors.



The approved campaign components incorporated Launch’s recommendations and consisted of a series of dimensional mailers, interactive game pieces, personalized letters, postcards and html e-mails which drove recipients to landing pages tailored to the calls-to-action.

With the revised campaign framework in place, Launch Marketing developed a campaign timeline and quickly began the creative development of the campaign look and feel. With a strong emphasis on campaign branding, the Launch team created a unique look that would complement the campaign theme and break through the clutter while providing comprehensive information on the new product’s benefits along with screenshots of the product.

Originally, Planview planned to write the copy for the campaign and have Launch Marketing provide copy editing services. As the campaign deadlines quickly approached, internal schedules made it impossible for Planview to draft the copy for a portion of the campaign pieces. To keep the campaign on schedule, they turned to Launch Marketing who immediately jumped in. Within the same day, the Launch team delivered fully drafted materials. As a result, the campaign remained on schedule.

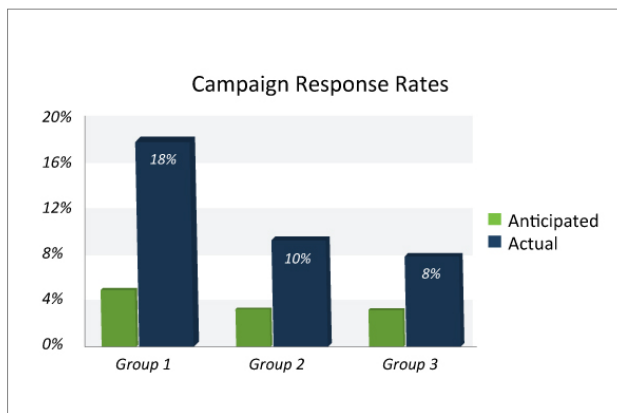
For campaign efficiency and to ensure that the campaign stayed on schedule, Launch Marketing applied a turnkey approach to managing the intricate execution process. This included timeline management and the oversight of the printing, fulfillment and delivery of each piece.

Success

Calls-to-Action Deliver Results.

The Planview Insight Analytics launch campaign was a great success and achieved off the charts results. From e-mail headers and footers, to dimensional mailers and postcards, the campaign was cohesive and drove results.

Linda Roach, Vice President, US and Corporate Marketing at Planview said, “Launch Marketing helped us take a dimensional mailer campaign, with fully integrated Web and email components and across three list splits, from concept to mailstream in less than two weeks. The results were tremendous – 18% response rate in the C-suite! With Launch, I never have to choose between speed and quality: they always deliver both.”



Campaign Triples Projected Response Rates

The overall campaign response rates generated much higher than expected results in all 3 of the targeted groups. Most significantly, Group 1, consisting of C-Level executives, exceeded the anticipated response rate by a significant 13%, more than tripling anticipated rates, which were based on industry standard rates.

Through strategic direction, creative insight and timely execution, Launch Marketing helped drive campaign results that successfully created product awareness and demand, over and above Planview’s expectations.

