

CHALLENGE

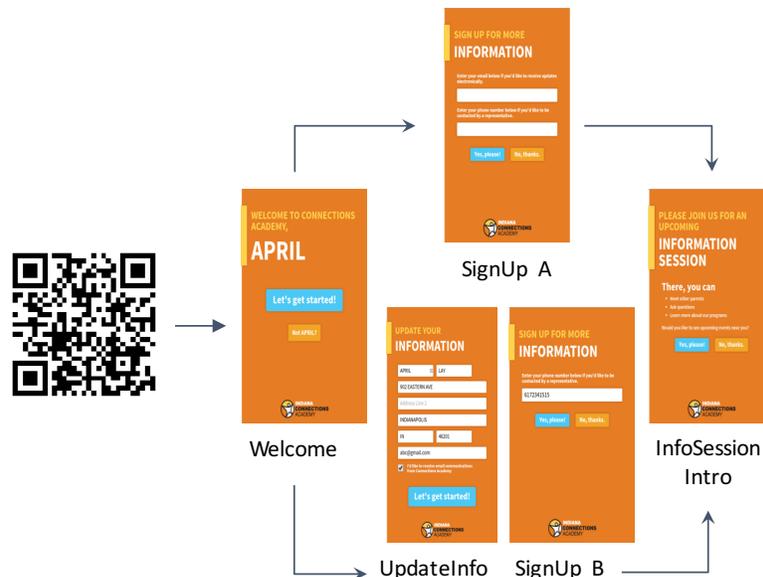
Connections Academy, a provider of full-time virtual K-12 public schools, uses direct mail to nurture prospective leads and acquire new students. Due to limited resources and lack of data capturing technologies, a direct mail campaign's Key Performance Indicators ("KPI") were measured and reconciled at the end of each year. Management did not have the ability to see campaign data in real-time and use that to optimize opportunities during the recruiting season. In the case of direct mail, the use of unique phone numbers and static websites provided low actionable information to management. There was no way to drill down into the KPIs in order to proactively engage with a direct mail lead during the campaign.

The Connections Academy marketing team needed a way to deliver relevant messaging, identify highly engaged prospects during the peak-recruiting season, and measure the success of direct mail between campaigns in real-time.

SOLUTION

Connections Academy turned to 121nexus for their patented technology platform and industry expertise to digitally engage and track individual direct mail recipients. To further enhance 121nexus platform's real-time capabilities, 121nexus integrated with Connections Academy's Salesforce.com system.

121nexus' platform allowed Connections Academy to connect every printed collateral piece to a unique mobile website via a 121nexus code and personalized URL ("pURL"). With a personalized website for every prospect, Connections Academy could communicate with their prospective customers on a one-to-one basis, displaying upcoming events in their area, and push relevant video content. This created a much more engaging and relevant customer experience while allowing Connections Academy to seamlessly collect responses and activity data from any prospect who accessed their pURL.



RESULTS

The Connections Academy marketing team immediately discovered the power of 121nexus. For the first time, Connections Academy had real-time insight on direct mail engagement. The team rapidly appreciated two distinct groups: highly engaged prospects and passively engaged prospects.

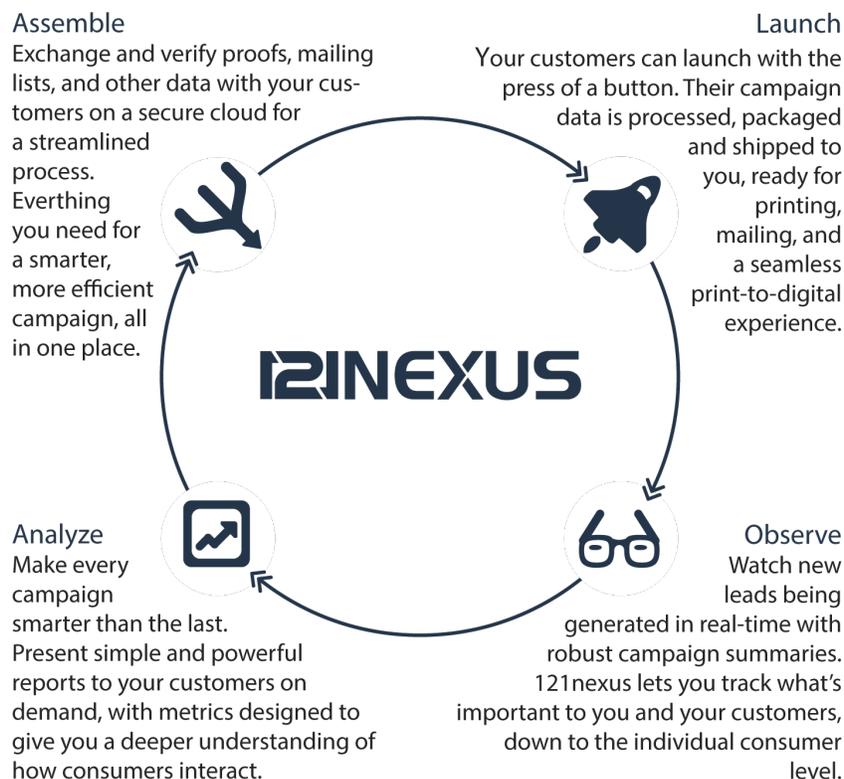
The first, highly engaged prospects, exceeded other traditional web-based lead generating activities with regards to return on investment. These prospects interacted with their pURL, registered for events, and ultimately became clients because their experience was highly relevant and easy.

The second, passively engaged prospects, organically grew into new clients 124% more than past years. Historically, this category was never appreciated because they were never quantitatively tracked or measured. A passively engaged prospect is interested enough to scan their 121nexus code, but not committed enough to engage with their pURL. Upon identifying this new category, the Connections Academy team deployed more traditional forms of marketing materials to the prospect. A follow-up mailing was sent to this group, and they immediately engaged thereafter.

Highly engaged and passively engaged prospects were automatically tracked and identified in the 121nexus platform. Whenever the prospect scanned their 121nexus code, it triggered an action within Connections Academy's Salesforce.com in order for a customer service representative to follow up.

OPPORTUNITY

Knowing who your engaged prospects are is very powerful. 121nexus technology gives B2C and B2B marketers visibility into real-time direct mail response and unprecedented insight into who is engaging but not immediately converting.



ABOUT 121NEXUS

[121nexus](#)' patented software platform allows manufacturers and brand owners to connect any product or printed collateral to a unique mobile website. With a web page for every single physical object, brand owners can communicate with their customers on a one-to-one basis. This allows for the distribution of real-time information relevant to each product and purchaser while seamlessly collecting responses and activity data from anyone who accesses their unique code. 121nexus is headquartered in Cambridge, Massachusetts.