

**MARKETING  
CAN BE HARD  
HARVESTING  
NEW CUSTOMERS  
IS HARDER**



**MAKES IT EASIER**

## THE PARTNER

- \* Generate interest in the 'Win What You Buy' promotion amongst participating merchants' employees.
- \* Achieve the highest possible open rate for the emails deployed.
- \* Track and report on click through activity.
- \* Automate the winners selection component of the campaign and administer fulfillment.

## Online Contest for Visa Canada – “Win What You Buy” Campaign drives huge results with merchants.

Yield Technology was approached by M Marketing Services to build, track, and report on an Online Contest Campaign targeting Merchants participating in the **VISA “Win What You Buy”** promotion. The goal of the campaign was to educate employees of participating merchants about the rules of “Win What You Buy” and to encourage their participation with an online contest exclusive to the participating merchants' employees. The project required the build of the online contest micro site, the automation of all email communications, and detailed tracking by merchant with respect to participation.

## THE SOLUTION

Yield Technology worked in collaboration with M Marketing and Visa Canada to execute the campaign. Using the proprietary YIELD's Marketing Control Center SaaS platform, YIELD-MCC was able to quickly and cost effectively build the campaign micro site, complete with registration form, database build for future communications, automated emails to participating employees, automated winner selection and notification, and customized reporting specific to the internal campaign management requirements of M Marketing Services.

The seamless integration of the multi-channel interactive campaign allowed Visa to shift resources mid-campaign (in real-time) to the channels that were delivering optimal performance. In this case, the email notifications outperformed direct mailers that had been sent to the participating stores' managers. Mid-campaign, automated email fulfillment of prize was instituted to reduce the administration requirements of the M Marketing account team. A Prize Consent and Release Form pdf was incorporated into the “Winners Notification Email”, saving hours of back office administration which allowed the campaign to stay on budget.

YIELD-MCC does not preach measuring ROI in the post-mortem of a campaign, rather, managing ROI throughout the campaign. Visibility into performance is delivered on-demand and accessible via login and password wherever the client may be. On the road, at the office, or at home. As long as M Marketing could go online, they were able manage all aspects of the Visa campaign.

[www.yieldtechnology.com](http://www.yieldtechnology.com)

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### THE PARTNER



[M Marketing Inc.](#)



[Visa Canada](#)

### THE DELIVERABLES

- ⇒ Campaign micro site seamlessly integrated to [www.visa.ca](http://www.visa.ca) domain.
- ⇒ Testing and Evaluation of the online contest registration, links, jump pages, and back-end functionality.
- ⇒ Reports and tracking delivered via the MCC throughout the campaign.
- ⇒ Post-Campaign Summary and Strategic Review for future promotions.

### THE RESULTS

- ⇒ Traffic at the campaign website improved from week-to-week throughout the campaign as M marketing was better able to gauge the most effective way to communicate with Merchants' employees.
- ⇒ Response rate grew as awareness of the promotion began to spread virally amongst employees.
- ⇒ Considerable cost savings realized on the fulfillment side of the campaign.
- ⇒ YIELD-MCC has maintained the unsubscribe data for compliance with PIPEDA regulations and use for subsequent communications.

### THE APPLICATION

- ⇒ Online Contest
- ⇒ Tracking
- ⇒ Report Generator
- ⇒ Community Manager

“ The MCC has opened the door to a new stream of revenue and has enabled us to leverage the value of our data to create entirely new lines of business.

Laurie Maw  
Director, Strategic Alliances  
M Marketing Services

### Visa Win What You Buy®

“ It was nice to see a partner step up to the table and seamlessly integrate with both our existing suppliers and the stringent technology requirements we adhere to at Visa Canada. ”

Laurence Nolevaux  
Senior Marketing Manager  
Visa Canada

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