

Collecting Receivables Puzzling?

Product: PZ-408, 32 piece puzzle in pizza box
Marketing Objective: Direct mail to targeted businesses to develop name and service awareness.

CAB Mailed out a 32 piece pizza puzzle in pizza boxes to targeted businesses. The theme “Receivables can be puzzling—CAB has been delivering great results for over 50 years.”

The telemarketing program that followed the staggered mailing of these pizza boxes found customers remembered the mailing and know the services CAB required.

The number of appointments secured was over 3 times higher than when done without a pre-mailing.

Let The Chest do fulfillment for you!

