



## Testers sought — highly qualified leads generated automatically

### Customer Profile

**Customer** Hewlett-Packard, Germany

**Challenge** Accurately identify leads likely to invest in HP Itanium systems and invite them to test a new, optimized Itanium platform.

**Target Audience** End-users in the technical computing field.


**Solution** An automated mail-web-call campaign identified genuine leads likely to purchase new Itanium systems. Leads automatically pre-qualified before being passed to the telemarketing agency.

- Results**
- The process generated 38 genuine leads with a budget of €100,000 (\$114,000) each to invest in computer hardware from a direct mail sent to approximately 1,000 HP customers.
  - Telemarketers could contact pre-qualified leads within minutes of their details having been entered.
  - The convenience, speed and efficiency of the process reinforced prospects' opinion of HP as a company offering outstanding service.
  - Automated, web-based process was highly cost-effective and did not burden internal HP resources.

In the field of mechanical computer-aided engineering (MCAD) only one thing is more important than computer performance — more computer performance. So, when HP released a new chipset designed, for example, to further accelerate finite element processing on powerful Intel® Itanium® 2 processor-based systems, they knew they had a product that would appeal to technical computing customers who demanded the highest possible levels of performance.


As part of its direct marketing program, HP Germany decided to highlight the advantages of the new chipset as part of a targeted, short-term campaign. HP Germany knew that the best way to convince customers of the performance and return on IT benefits of the chipset would be through practical demonstrations. To this end, HP Germany was prepared to provide HP Intel® Itanium® 2-based systems to customers so that they could test their daily applications in real-life situations. The challenge was to ensure only customers likely to purchase such systems were provided with test units.





**Tester gesucht!**  
64-Bit – powered by HP ZX1

**Geschwindigkeit ist keine Hexerei**



Front page

**Kostenlos!**  
Testen Sie Power pur!

Testen Sie ein HP System mit 64-Bit-Power und dem HP Scalable Processor-Chipsatz ZX1 vier Wochen lang in Ihrem eigenen Entwicklungs-Umfeld. Und gewinnen Sie eine HP Digitalkamera!

Test-Details unter  
[www.hptechcomp.com/zx1-test](http://www.hptechcomp.com/zx1-test)



Das HP Versprechen:  
Die Testfordernisse kommen frei Haus und die Teilnahme am Test verpflichtet Sie zu nichts!  
Wir bitten Sie nur, den Testfragebogen bis zum 30.05.2003 online auszufüllen. Ihre Homepage:  
[www.hptechcomp.com/zx1-test](http://www.hptechcomp.com/zx1-test)

Back page

Sent to a select mailing list of approximately 1,000 HP customers, the "Test it" mailer enticed the reader to register at a dedicated website so as to obtain an HP test unit. A questionnaire on the website automatically pre-qualified applications.



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Cover letter

DEUTSCHLAND

» HP Startseite » Produkte und Services » Support und Treiber » Lösungen » Kaufen

Kontakt zu HP Suchen:

**Geschwindigkeit ist keine Hexerei!**

» HP ZX1 Power-Test

» Persönlicher Fragebogen  
» Weiterführende Links  
» HP RX Server  
» HP ZX Workstations  
» Weitere Informationen

**Testen Sie ein HP 64-Bit-System mit dem ZX1-Chipsatz - kostenlos, - Bitte auswählen - wert wertwert**

**Fragebogen ausfüllen und kostenlos die Intel® Itanium®-2-Leistung "powered by HP ZX1" testen - vier Wochen lang!**

"HP ZX1 Chipsatz" steht für "HP ZX1 scalable processor chip set". Die von HP entwickelte 3-Chip-Lösung ist exakt auf die 1- bis 4-Wege-Rechner mit 64-Bit-Prozessoren abgestimmt. Die 64-Bit-Power von Intel® Itanium®-2-Prozessoren wird durch den HP ZX1 Chipsatz noch einmal "gepush't" - und leistungshungrige Applikationen wie z.B. im Technical Computing laufen auf zu bisher nie gekannter Performance.

Überzeugen Sie sich jetzt mit eigenen Augen davon, dass wir nicht zu viel versprechen, wenn wir sagen:

- 64-Bit Intel® Itanium®-2-Architektur - beschleunigt leistungshungrige Applikationen
- HP ZX1-Chipsatz - beschleunigt die 64-Bit-Architektur (Bandbreiten rauf, Latenzzeiten runter) im 1- bis 4-Wege-Segment
- HP Systeme mit dem HP ZX1 Chipsatz - beschleunigen Time-to-Market

**Nur bis 30.05.2003 - Gleich anmelden!**

» HP Systeme für Technical Computing mit HP ZX1-Power - JETZT vier Wochen lang kostenlos testen!

» Sofort-Bedarf? Hier klicken - wir melden uns sofort!

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"Test it" webpage

## Perfectly combined: print, web and telemarketing

As a solution, MaCS proposed a “Test it” campaign, which was an integrated marketing plan. It perfectly combined print, web and telemarketing elements to ensure only customers with a high probability of purchasing such a system were provided with test units. The process behind the solution was simple, fast and highly effective. For example, it ensured that all customer details were collected and automatically pre-qualified so that only “hot” prospects were passed on to the telemarketing agency — and it identified prospects with incredible accuracy.

The proposal went beyond HP Germany’s own initial concept for the program, which consisted of traditional direct mail with a cover letter and faxback. The logic and structure behind the MaCS proposal was, however, so compelling and obviously tailored for the needs of the project that HP immediately approved it.

## High-speed qualification — via the Internet

In order to set the qualification process in action, MaCS forwarded a direct mailer (cover letter and flyer) to a list of approximately 1,000 HP customers. The mailing action was intended to rouse curiosity and drive customers to a dedicated website that provided a comprehensive overview of the new chipset and the HP Intel® Itanium® 2 processor-based platforms. Customers also had the opportunity to register as a “system tester” by entering a unique password provided within the original mailer.

Once the customers entered their passwords, they were taken to a two-stage questionnaire. The first stage was pre-completed and contained the customer’s details. After confirming or changing the personal details, the customer then entered the second stage where a series of questions identified those most likely to purchase an HP Itanium system. The questions filtered customers according to available budget, purchase plans and other specified criteria.

All the information was stored in an associated database. If the customer met pre-defined conditions stipulated by HP, an “e-mail alarm” was sent to the telemarketing agency informing them that a new lead had been entered. In this way, direct contact could be established with a potential customer within hours of the customer having entered their details. The speed of this response further reinforced the impression that HP was a highly efficient company with outstanding service — another compelling reason why the customer should purchase HP.

"I think the figures speak for themselves.

The 'Test it' campaign was the most successful direct marketing campaign for our entire financial year.

MaCS again proved that their creativity was not only restricted to design, but included the ability to develop highly successful communication processes."

**Renate Iby**  
**Advertising and Brand Manager**  
**Enterprise Systems Group**  
**Hewlett-Packard GmbH**

## Only for qualified testers

The "Test it" action identified 38 genuine leads with a high likelihood of an investment of more than €100,000 (\$114,000) each in computer hardware. The result established the promotion as the most successful direct marketing campaign undertaken by HP Germany in the 2003 fiscal year.

The fast reaction time provided by the process underlined HP's service strength and competence. This further strengthened the company's relationship with the customer. In addition, the automated web-based process meant "Test it" was a highly cost-effective promotion that achieved an outstanding result without burdening HP internal resources.

### About MaCS

Founded in 1994, MaCS is a full-service B2B marketing communications and PR agency with extensive experience in the European market. MaCS specializes in lead-generation programs, sales tools, and public relations activities for the high-tech industry. Our clients include global and European IT companies, as well as American companies commencing or developing business in Europe.

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