

<b>Company/Organization</b>	<b>SAP</b>
<b>Industry</b>	Computers/Computer Products
<b>Business Need</b>	Generate new sales leads; create a high-impact and cost-effective direct mail piece that SAP partner resellers can use as needed; exceed response and registration rates of previous direct mail programs
<b>Direct Marketing Solution</b>	<p><i>Description</i></p> <ul style="list-style-type: none"> <li>• SAP created Break Down the Wall, a direct mail promotion with a picture of a wrecking ball hitting a brick wall</li> <li>• Mailed in a clear envelope, the 3-D mail piece opened up like a children's book so that it could stand on a desktop</li> <li>• When opened, a part of the brick wall fell off to reveal the name and logo of the local SAP reseller</li> <li>• To learn more about the software product, recipients were asked to visit a specific Web site</li> <li>• Once there, they were offered a white paper if they filled out an online registration form</li> <li>• The program focused on giving SAP resellers a fast, efficient way of producing and sending a promotion to lists (taken from SAP's research and database) in their areas</li> </ul>

**Results**

- Number of people who visited the Web site grew 110% compared to the previous direct mail campaign
- Number of people who completed the online form grew 60%
- Costs were reduced by 50% without compromising quality

