

Company/Organization	Merrill Lynch
Industry	Financial Services
Business Need	Enhance the client experience; reconfigure the entire spectrum of post-purchase documents to support the client relationship; build client awareness of other products in the context of a holistic plan; support the company's brand
Direct Marketing Solution	<ul style="list-style-type: none"> • After an audit and analysis of Merrill Lynch's post-purchase mailings to new account holders, it was decided that the existing suite of communications would be replaced with a single, personalized "Owner's Manual" • The Owner's Manual provided a comprehensive overview of accounts and account features, a Client Relationship Agreement that covered multiple account types with a single signature and the relevant disclosures and programs descriptions – rewritten in plain English • The initial rollout covered eight account types and included variable text according to whether the recipient was a brand new client or an existing client expanding their Merrill Lynch relationship • Focus on the relationship and the advisor directly supported the Merrill Lynch brand • Merrill Lynch wanted to send out a holistic message to help its clients see their complete financial lives (an approach known as "Total Merrill") and variable messaging in the Owner's Manual talked about different Merrill programs based on clients' asset levels and account profiles • The Owner's Manual replaced a series of disjointed post-purchase communications that could make customers wary about expanding their Merrill Lynch relationship
Results	<ul style="list-style-type: none"> • Recipients found the book clear and concise • Clients who received the manual enrolled in additional products and services • Merrill Lynch has realized ongoing savings of \$500,000 annually by eliminating hundreds of thousands of redundant mailings

