Lentz Design Creates "Wow Factor" Postcards

Powerful XMPie software enables Lentz Design to provide real estate agents with an easy-to-use, personalized postcard program that builds sales.

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New Streamlined Ordering System Also Adds Functionality

Founded in 1994, some of the biggest names in real estate rely on Lentz Design to market themselves efficiently and cost effectively. The company's personal marketing postcard programs have turned many agents into real estate superstars. They execute their innovative program through a sophisticated web portal provided by Walsworth's Traxion division.

Traxion provides one-to-one, digital marketing services through the full suite of XMPie® one-to-one marketing software, which includes XMPie's PersonalEffect® cross-media and uStore® Web-to-print solution. Traxion features XMPie because of its reputation for providing robust, cross-media solutions spanning print, e-commerce, e-mail, Web and mobile communication, as well as for its Adobe® integration and image personalization capabilities.

Challenge

Lentz Design enables real estate agents to individually create and produce postcards for promoting the properties they are offering for sale. Ease of use and compelling creative were important to Lentz, and the company needed help in implementing its vision for a new realtors' storefront that would be easier for agents to use and more customizable for responding to market shifts.

Solution

With XMPie uStore Application Programming Interfaces (APIs), Traxion developed a new Lentz Design web ordering system that retained the existing storefront's look and feel, while introducing new functionality that made ordering faster and the Lentz site more user-friendly for agents.

Lentz's site now offers XMPie PersonalEffect's full customization and personalization capabilities, and exciting, new, dynamic postcards with personalized images branded "The Wow Factor." For example, targeted recipients' names can appear on street signs, drawing their attention to a message about a new home on the market. These postcards are created with XMPie's image personalization tool, uImage®.

Another significant benefit to the Lentz site is uStore's field mapping capability, which enables agents to upload mailing list files, and then automatically matches the data to the proper fields online. Previously, agents had to download a template to manually populate and upload recipient data, which added significant time to the ordering process.

Results

The uStore-based storefront continues to deliver for Lentz Design. Lentz customer orders that previously took significant time to execute online are now completed in as little as five minutes, improving customer satisfaction. The system is also flexible enough now to allow site changes in just days, helping Lentz Design continually refine the types of postcard designs offered.

Postcard order volume has increased due to the speed and ease-of-use improvements, and the popular "Wow Factor" has generated order volumes as high as 27,000 pieces. Traxion's Ricoh Pro presses handle the higher print volumes easily and cost-efficiently.