



Scalable Capital x Postando: Reaching relevant target groups for customer acquisition with postal direct marketing

Scalable Capital was founded in 2014 with the goal of digitizing asset management. Today Scalable Capital is the largest digital asset manager in Europe with over 2 billion Euros of assets under management. The team, which now consists of more than 100 employees, combines comprehensive knowledge of the capital market and the financial industry, know-how on digital business models as well as technical and legal expertise.

- Disproportionate conversion through postal direct marketing compared to other channels.
- Messages are addressed in a results-oriented manner to the jointly defined target groups in a qualitative format.
- In coordination with Scalable, Postando selects the address data and makes it available.
- The Postando business portal reduces the manual effort and delivers optimal quality due to technological developments.
- Postcards, letters and other advertising media can be freely selected.

Scalable Capital aims to use modern technology to give a broad group of investors access to sustainable investments. This aim is implemented with the help of cost-efficient ETFs, diversification, dynamic risk management and comprehensive customer support.

Initial situation & challenge

Companies are often faced with the challenge of identifying the right target group for the respective product or service and to establish contact. In many cases, the scattering losses when addressing potential end customers are extremely high, and thus, reducing the efficiency of advertising measures. Another challenge is to create advertising messages that are perceived by this target group. Finally, the manual effort of the marketing department should be kept as low as possible.

For the acquisition of new customers Scalable Capital planned a marketing measure in which the message to be communicated was based on the payment of an investment premium after successful account opening. The challenge was to implement a targeted approach to new customers - in this case all recipients who might be interested in opening an account for investment.

Solution

With the postal direct marketing of Postando, the digital asset manager was able to meet the challenges of targeted new customer acquisition and successfully implement the marketing measure.

Targeted addressing of potential new customers

With the Postando business portal, address data of the target group was selected from more than 40 million data records based on segmentation criteria such as income, age and gender and was also defined regionally according to purchasing power criteria. With this targeted selection, Scalable Capital reduced the scatter loss and thus reached exactly those recipients who were interested in investments and thus in the product offered.

High-quality postcards are perceived as a gift by the target group

Another positive side effect of sending the advertising message via the classic postcard is that the message actually reaches potential new customers. The 100% opening rate as well as the positive image of the postcards ensure that the advertising medium in the letterbox will be seen. Furthermore, a postcard

with its positive image, is perceived emotionally like receiving a gift. A high-quality advertising medium in combination with climate-neutral printing and dispatch provide the basis for a great result. With the additional investment bonus at the opening of an account, Scalable Capital provided a further incentive to win the recipient of the advertising message as a customer. This resulted in a disproportionate conversion compared to many other marketing channels.

Automated processes

The processing of the postcard marketing campaign was automated with the Postando Business Portal and ran extremely efficiently with the software. Thanks to the one-time insertion of address data via Excel, individually tailored dispatch options as well as numerous HTML templates, more than 100,000 individual advertising media can be sent to the recipients' mailboxes at the click of a mouse.

