

## SUCCESS STORIES

## INDUSTRY

INDUSTRIAL - TELECOMMUNICATIONS

## RESULTS

## CHALLENGE

Just as Google Fiber Webpass (GFW) helps residents and businesses with blazing fast and simple internet, they expect the same speed and ease of doing business with their partners in producing, mailing, and reporting of their direct mailers, which encourage new customers to commit to their services.

With weekly and bi-monthly mailers, ranging from a couple hundred to 80,000+, flexibility and quick turnarounds are a must. Google conducts regular A/B testing, therefore ensuring data files, in-home dates are met, and mail tracking reports are mandatory; allowing them to make on-the-fly adjustments.

*A/B testing is an experiment of two or more variants of a messaging and/or imagery shown to users at random, then a statistical analysis is used to determine which variation performs better for a given conversion goal.*



## SOLUTION

GFW relies on their relationship with ImageX The Sourcing Group, to meet their fast-paced demands. ImageX trusts The John Roberts Company to exceed expectations. With the variety of mailers Google requests, from tri-fold self-mailers to more complex projects requiring die cut, glue, complex

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## (SOLUTION CONTINUED)

folding, etc., JR is ready at a moment's notice; often the data and art files are received at the same time.

“With [JR’s] knowledge of print and mailing requirements, they often provide options that will save time and money,” declares Glen Douglas, Account Manager at ImageX. “They have yet to miss an urgent delivery and communication on in-house order status – it is timely and accurate.”

With the teams’ commitment to meeting the required in-home delivery dates, mail tracking and Informed Delivery results are proactively sent to the account shareholders’ inbox daily, since tracking is vital to doing business.

With a brand as powerful as Google, JR knows quality can never be sacrificed.

## CAPABILITIES + PRESSES

Mail Tracking + Informed Delivery

Variable Print

Moll folding and gluing

Heidelberg Speedmaster XL 106

HP Indigo 12000

HP Indigo 7900



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