

ResponseiQ's new handcrafted letter campaigns smash 1600% ROI rate

Prospect personalisation reinvented with nostalgic human-penned messages

London - 12 June 2019 - ResponseiQ, a conversion optimisation platform with a global footprint, today announced the immediate availability of its latest B2B sales conversion service, Inkdesk. Inkdesk offers clients a fully managed service, defining campaigns and crafting handwritten letters, as well as sourcing and validating CRM-ready data.

"The development of Inkdesk was driven by mediocre, industry-wide response rates of 4% for direct mail campaigns,"

said Scott Lee, CEO, ResponseiQ.

"Our mission at ResponseiQ is to excel our clients' conversion expectations, so we trialled a handwritten letter service and the response and results have been overwhelming - on average, our beta testers have seen ROI rates of 1657%."

Unlike most handwritten letter offerings on the market, Inkdesk employs a team of writers, not robots, to pen clients' critical messages. Clients can opt to use their own data, which the ResponseiQ team validates manually, or ResponseiQ can source and provide customisable, segmented data sets for campaigns targeting any and all verticals.

"Handwritten letters open more doors than any other marketing campaign we do - we've had a 2122% ROI since adopting the service,"

said James Morrith, Head of Customer Success, EventsCase.

"As a result of our outreach via Inkdesk, we've just signed a deal with CNBC to use our event management software for the World Economic Forum."

Bespoke messages are written on range of paper types and packaged up in premium envelopes with any required promotional materials. In the US, letters can be mailed out from any desired location for a 'local touch'. Inkdesk also offers a subsequent email and/or LinkedIn service for a final check in following receipt of the postal message.

"We've spent the past few years caught up in a digital cacophony of programmatic ads and hyper personalisation so we decided to take a step back from the millions of emails and websites shared daily and offer clients an impactful, carefully composed personalised letter,"

continued Lee.

"We're seeing response rates of 48%, that's 12 times more than a traditional direct mailer, which clearly indicates a desire for more considered communications."

Founded in 2015, ResponseiQ is a sales acceleration and conversion optimisation platform. Inkdesk is the third offering in its suite of conversion tools. For more information about Inkdesk, visit www.inkdesk.com.

About ResponseiQ

ResponseiQ is an intuitive conversion and engagement platform that empowers marketing and sales teams to quickly progress at every stage of the pipeline, from initial engagement with prospects to close of sale. ResponseiQ's mission is to help organisations generate and retain leads by making every form of engagement count - each of ResponseiQ's solutions are designed to simplify and streamline connections between sales and marketing teams and potential clients.

ResponseiQ is headquartered in London, UK, with offices in South Africa and India.

For more information, visit www.responseiq.com.