



## CASE STUDY

# Amplifon

Sound investment in hearing health



## Direct mail helps global leaders in hearing health care cut through the noise and land quality leads.

### Standing out in a crowded marketplace

Founded in 1950, Amplifon is a global leader in hearing health care with more than 10,000 clinics in 29 countries, including more than 80 clinics across Canada. As an independent retailer, the company is unchained to any single hearing aid manufacturer. Instead, Amplifon focuses on empowering hearing-impaired adults by providing a variety of hearing aid solutions and brands aimed at improving quality of life.

With 2.5 million Canadians adults living with disabling hearing loss, and more than 1.7 million not seeking treatment they need, the industry has attracted a lot of competition from major players.

For potential customers, however, that crowded marketplace makes it difficult to differentiate one brand

from another. Amplifon's success depends on cutting through that noise to raise awareness of their brand and services to acquire new customers through quality leads.

### Finding an advantage in testing

Amplifon prides itself on being a forward-thinking, data-driven organization with an eye on digital transformation to meet the needs of a new generation of clients. That's what made Canada Post such an ideal partner. The company has tested a number of Canada Post tools, including using Canada Post Neighbourhood Mail™, Canada Post Personalized Mail™, and Postal Code Targeting.

Working in tandem with Canada Post and a mail service provider, Amplifon has found value in each of these direct mail solutions. The company attributes much of its success to its commitment to trying, testing, learning, and re-

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configuring based on their findings. Through that process they have built regional strategies around those discoveries.

Which is good, because in a competitive marketplace, every bit of insight helps.

## Depending on constant connections

Leveraging Canada Post data, Amplifon sends a monthly mailing to potential customers, encouraging them to call a number to book an appointment at a nearby clinic. Serving as one of the primary lead-generation tools for the company, these monthly mailings do not hit every house, every month, but they do repeat throughout the year so the brand stays top of mind.

“A lot of people don’t want to admit they have a hearing issue, so you have to get them there slowly and continually communicate the benefits and value of better hearing,” explained Meghan Dwyer, Head, Marketing Canada for Amplifon. “It’s a five-to-seven-year process to get people to seek help. That means consistency is key for our campaigns.”

The direct mail creative is consistent, although every few months the company tweaks the theme to stay fresh and relevant by elevating a special promotion, celebration, or holiday tie-in.

“Within our integrated marketing strategy, direct mail’s power is its ability to find people who are motivated to do something about their hearing loss,” Dwyer said.

“

Canada Post helps us meet our goals of reaching relevant people to generate relevant leads, which yield quality appointment bookings. That’s what it’s all about for us.”

**Meghan Dwyer**

Head, Marketing Canada for Amplifon



## Targeting for healthy hearing

The February Hear Better campaign launched targeting Canadians 55 years old and older – the age at which many people start to have trouble with their hearing.

The campaign made prospective customers aware about hearing health and encouraged them to call and book either a free hearing test or to try the company’s premier rechargeable technology. The limited-time offer also presented discounts and financing options. Leveraging Canada Post data, scrubbed of Amplifon’s existing customers, the company sent Personalized Mail to potential customers within a 10-20 km radius of a clinic.

The Personalized Mail hit home for many, as appointments booked through the direct mail piece increased by 13% between January 2022 and February 2022. This was a record high for month-to-month growth since January 2021.

Additionally, Amplifon saw a 15% improvement over the previous month in customers showing up after booking an appointment and an overall improvement versus 2021.

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