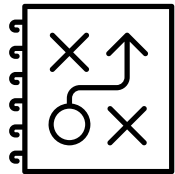


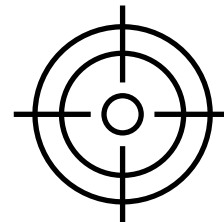
Ascension Technologies, LLC

Consolidating Operations to Improve Efficiencies



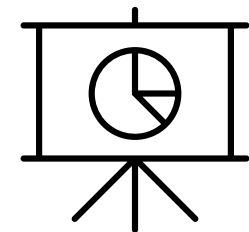
Challenge

A client heavily dependent on mail marketing was experiencing diminishing returns



Strategy

The Ascension team took a deep dive into the process, consolidated mail houses to drive mail cost savings while revamping the existing mail strategy to create higher efficiency in the channel.



Result

Lowered postage and mail production cost by 20% through reengineering mail process and partners; and further reduced CPA by over 30% through revamped mail strategy.