Singapore **POST**

CASE STUDY

Streamlining Publication Distribution

SUMMARY

Industry
Publishing

Client
Streetdirectory (Homedirectory)

Duration of Partnership
10 years

Market of Deployment
Singapore

Keywords
- Marketing Solutions
- Admail
- Customer retention
- Customer satisfaction
- Landed properties

HOMEdirectory
Find everything you need for your home

Empowered By

streetdirectory.com

Executive Summary

Streetdirectory Pte Ltd is a leading publisher of business directories and other location-based information in Singapore. One of Streetdirectory's most popular products is Homedirectory, a monthly publication that is distributed to landed households in Singapore. To ensure that Homedirectory is distributed to the target market timely, Streetdirectory partners with SingPost to use their Admail Services.

Situation

Before collaborating with SingPost, Streetdirectory managed the distribution of Homedirectory independently. However, they soon discovered that this in-house distribution approach was both time-consuming and inefficient. As a consequence, Streetdirectory experienced dissatisfaction among clients, observed lower rates of renewal and sign-ups, and faced advertiser dissatisfaction due to perceived shortcomings in their investment returns.

Solutions

Streetdirectory's collaboration with SingPost for utilising Admail has proven to be a strategic move. This partnership enables Streetdirectory to streamline their operations, concentrating on their core competency of publishing, while SingPost efficiently manages the distribution of Homedirectory. This symbiotic relationship ensures that each entity plays to its strengths, resulting in a more effective and focused approach for both Streetdirectory and SingPost.

Positive Outcomes

Increased efficiency: Experienced and efficient distributor to deliver Homedirectory quickly and efficiently.

Customer Satisfaction: Better mailer response after mail drop is completed timely.

Increased revenue: Garnering a good reputation resulted in high renewal rates, improved signups and more advertisers are also willing to advertise with them.