

## The Connection Magazine

### Introduction

This case study of The Connection Magazine is based on an October 2018 survey of Quadient Postal Solutions customers by TechValidate, a 3rd-party research service.



“The first of every month I create the bulk mailing for our magazine. I like the fact that if I have a question I can get help within 24 hours.”

### Challenges

The Connection Magazine currently processes up to 50,000 mail pieces per month using Quadient Bulk Mailer. When looking for a vendor to supply them with a mailing solution, the team at the Connection Magazine evaluated both BCC Software and Quadient, and ultimately selected Quadient bulkmailer.

### Use Case

The staff at The Connection Magazine leverages the following BulkMailer to provide EDDM every door direct mailing. They currently rate BulkMailer as best in class due to its:

- Scope of features available
- Quality of feature available
- Ease of use
- Performance
- Customer Service and Support

### Results

By leveraging Quadient Postal Solutions, the staff at The Connection Magazine were able to reduce postage costs by more than 50%, while drastically improving overall customer satisfaction and overall revenues.

#### Company Profile

Company:  
**The Connection Magazine**

Company Size:  
**Small Business**

Industry:  
**Marketing & Advertising**

#### About Quadient Postal Solutions

Quadient, a Neopost Digital Company, provides technology that enables organizations to create better experiences for their customers through timely, optimized, contextual, highly individualized, and accurate communications for all channels. Our solutions are used by thousands of clients and partners worldwide to activate their organizations in the name of customer experience.

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