



# YOUSENDIT CASE STUDY



## Direct Marketing

Direct marketing requires collaboration among a number of service providers, including marketing agencies, designers, printers, mailing houses and the client. YouSendIt enables these professionals to exchange artwork, designed pages and other large files of all types rapidly and seamlessly, regardless of the computer system and applications on which they were created.

Swire Marketing, of Glendora, California, is a strategic direct-marketing agency specializing in direct-mail services. It works primarily with large communications companies, such as Time-Warner and Cox Communications, but also has clients in the sports industry and has developed a community-oriented publication called "I Shop Glendora."

## Situation

Swire designs direct mail, ads and other branding materials on its MAC computers and sends the artwork to its clients for approval.

- These PDFs and image files are often too large to be accepted by most client e-mail systems, so they cannot be sent as attachments.
- Swire tried to use the Fetch file transfer software in its MAC system, as well as an FTP server hosted on the Web but experienced many problems.
- The agency was using MACs to create the materials, but clients were using PCs; so the MAC transfer software did not work effectively.
- Swire was spending considerable time trying to educate its clients on using the FTP site, but it was difficult to access and many clients could not figure out how to use it.
- Often Swire ended up saving the files to disk and shipping them by commercial courier, thus causing a delay in the entire process.



## Solution

At one point, a client asked Swire to send a piece of artwork via YouSendIt. Agency Principal Zack Swire recalls, "We tried YouSendIt and said, 'Wow! This is really easy.' The drop box made it simple for customers to send ads, direct mail and branding materials, and they were easy to transfer back and forth."

- Swire subscribed to YouSendIt Business Plus and also downloaded the YouSendIt Express plug-in so that he could send files directly from his desktop quickly and easily without even opening a browser.
- With YouSendIt, Swire's difficulties with incompatibilities between its MACs and the clients' PCs disappeared. Files could be quickly uploaded and downloaded from any system, any time, from anywhere.



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- “I liked that I could send and receive files from my home office,” noted Swire, the father of triplets. “I can send files from my office to myself at home and transfer them back and forth. I also can access the link from any computer instead of having to log into my Apple account. “

## Business Impact

YouSendIt has proved to be a cost-effective solution to the problems Swire experienced with previous file-delivery methods.

- Subscription costs are minimal, especially compared to the alternative of building a custom solution, an investment that Swire was considering.
- Courier expenses were eliminated, now that files are transferred readily and easily to clients. Swire

estimates that the YouSendIt subscription fee would be equal to the cost of just one or two courier shipments per month.

- Swire saved considerable time. Previously, clients often did not receive the sent files and small businesses had difficulty downloading from FTP. In those cases, files had to be re-sent by other means, or Swire needed to spend time walking clients through the download process.
- YouSendIt provides consistent branding, with Swire’s logo embedded in the drop box and in all the e-mails exchanged with clients.
- Swire also uses YouSendIt with its “I Shop Glendora” publication to transmit media kits to advertisers and to upload ads for the publication.

*“YouSendIt is the most simple and cost-effective file delivery solution than any other we’ve tried. It’s an automatic part of our workflow and also a significant time saver for us which, in our industry, is essential to being profitable and keeping our clients happy.”*

**Zack Swire**  
*Principal, Swire Marketing*