

TOPICA

Internet Wholesaler Case Study: hancotee.com

A Case Study from Topica
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www.hancotee.com

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Company Background

Family owned and operated since 1918, HANCO is a wholesale supplier of sportswear and apparel and provides custom screen printing and embroidery. Now we are a fourth generation Chicago-based company that serves a variety of customers including advertising specialty firms, screen printers, embroiderers, and retail outlets. Our goal is to offer unique, high quality imprintable apparel and provide courteous and personalized service to ensure the highest customer satisfaction.

Choosing Email Marketing

Many wholesale suppliers use catalogues to reach out to their respective markets. HANCO used this solution for years, but we realized that we could save money and find a less expensive, more cost effective solution for marketing our products. Rather than rely solely on catalogues as a means of marketing our products, we began looking into email marketing to expand our reach for a fraction of the cost.

Before Topica

HANCO tried using several different email service providers prior to Topica. We were looking for an easy to use system and a team that we could turn to if we had issues sending out campaigns and managing our lists. We weren't happy with the other ESPs we tried to use for a variety of reasons. Some of these services required complex technical skills or an abundance of time to learn the system. They all failed to provide us with the level of service we needed. The overall experience just wasn't great.

Choosing Topica

From the very first time we contacted them, we found Topica to be extremely helpful. As I said earlier, we were looking for a service orientated company. With Topica, we have a dedicated Customer Success Manager who manages our account. She is incredibly helpful and has a deep understanding of what I'm trying to do with my campaigns. Having a CSM to manage my campaigns and help me grow my business is just one of the many advantages of having an account with Topica!

The Topica Difference

Topica has definitely helped us generate revenue. It is an integral part of our marketing efforts and we rely on it to sell our products. We've gotten feedback from customers who are very impressed with our transition from traditional "snail mail" mailings to our email marketing campaigns.

From Stuart Berger, President of hancotee.com

"Prior to Topica, I had difficulty getting the support I needed to manage my email marketing efforts. The fact that Topica does it willingly, graciously, and in a timely fashion makes it a pleasure to deal with them when we are planning our email campaigns."



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