



A measured 25% lift in response was achieved.

## Money Mailer Direct Case Study

# V.O.I.P. CLIENT GETS LIFT USING ANALYTICS AND CUSTOMER MATCH-BACK

### THE CHALLENGE

One of America's fastest growing V.O.I.P. (Voice Over Internet Protocol) phone companies came to Money Mailer Direct Marketing looking for a cost effective way increase customer acquisition by driving online purchases. Their challenge was to cost effectively target their best customers throughout the country, eliminate waste and ultimately increase market share. Although they had some idea what their customer looked like, they were excited to learn we could use our analytics to create a custom profile of consumer geography, demographics and behavior using their national customer base. Having signed a nondisclosure agreement, the Phone Company sent us their customer list.

### OUR APPROACH

Our analytics team utilized the Phone Company's client list, along with the industry's top syndicated data to get insights on demographics, psychographics, spending and responsiveness, and added data segmenting for online spending propensity. Next, we created a composite index to give the Phone Company a way to sort our national shared mail coverage from best to worst. We suggested a minimum test of a 2.5 million circulation for three consecutive months (7.5 million total). Instead of selecting the best of the best 2.5 million households, we took a cross section of all circulation that indexed over 100 (100 is the national average).

### THE BOTTOM LINE

The client agreed to the strategy and selected a cross-section of 250 Money Mailer shared mail zones that indexed over 100 to be mailed three times. The consumer would be offered a year of long distance and local telephone service for \$99 plus a free 2-phone Uniden telephone system and answering machine. The consumer was to go online and type in a coupon code to get the offer.

Unfortunately, the phone company's internet marketing team (without our contact at the Phone Company's permission) put the very same offer online with no coupon code on the same page - the consumer could just click the offer and go. This threw their entire measurement metric askew.

### OUR SOLUTION

The Money Mailer Direct Marketing analytics team suggested the Phone Company to do a match-back. The client provided an address list of customers who purchased their service for each mailed period through the expiration date. We matched our shared mail addresses with those same markets where we did not mail.

### THE REAL BOTTOM LINE

Money Mailer Direct Marketing was able to generate an overall measured 25% lift in mailed areas versus non-mailed areas. This lift was a direct result of pre-campaign targeting of the best potential Money Mailer shared mail households using client provided data using top syndicated information and a post campaign match-back of customers who purchased their products.

A conflicting marketing strategy was overcome with creative targeting.