

Multi-Title Cataloger Sees \$1,300,000 in Increased Revenue through Insert Media

CASE STUDY



Business Need Overview

Client was hesitant to open a catalog blow-in program due to concerns about the third-party inserts impacting sales within their book.



Solution

Based on the client's concerns, Infogroup Target Solutions (ITS) recommended a test of several inserts over the course of three months to determine if sales were affected by the third party advertisements.

RESULTS:

After the client saw no adverse effect to their sales, they allowed us to move forward with opening blow-in programs across all eight of their catalogs. Since the full launch of these new programs, ITS has been able to bring our client an additional \$1,300,000 in revenue through the insert channel.

About

ITS Insert Media

Our Insert Media programs and services deliver valuable opportunities for generating revenue and for acquiring customers with an integrated marketing campaign. Insert Media programs provide a vital, cost-effective component for extending your customer reach and a significant revenue stream for program owners.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

Website | www.infogrouptargeting.com

Facebook | www.facebook.com/infogroup

Twitter | www.twitter.com/infogroup

©2013 Infogroup Targeting Solutions

