

Healthcare Company Increases Customer Database by 17%

CASE STUDY



Our client was looking to improve list processing, understand their customers, and run improved acquisition campaigns.



Infogroup Targeting Solutions (ITS) uncovered four areas for improvement: list processing, customer insight, mail campaign response and the clients acquisition campaigns.



ITS incorporated data processing tests, matchback processing tests, and had a list brokerage specialist make recommendations on targeted lists to improve mail campaigns.

RESULTS:

With better processing procedures, the client saved \$10,000 and increased revenue by \$3,000, merely because the campaigns reached the appropriate targets. The client is now able to analyze and segment their client housefile, and the new acquisition campaign has helped raise their customer database by 17%.

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Business Need Overview

A healthcare uniform company based out of Missouri was looking to improve their list processing, understand more about their customers and complement their current retention direct mail programs with a new acquisition strategy. After the initial meeting and discovery session, ITS identified four specific areas for improvement:

1. List processing – the client was receiving a lot of returned mail
2. Customer Insight – the client did not understand basic demographic information about their customer base
3. Mail campaign response – the client had no visibility into their current mail campaign response rates
4. Acquisition Campaigns – the client wanted to start including lists for acquisition in their current mail campaigns, but needed guidance on what lists were available and what to include. All of the list processing was done at their letter shop, and although they would continue to do the printing, it was recognized that they did not have the capability to provide a robust set of cleansing tools, did not have readily available consumer data for appends and did not offer list brokerage services.

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Solution

The first step of our solution was to run our Power Analysis test on a previous mail file. This process helped to identify areas of improvement over their current list processing and also appended vital demographic and lifestyle information to the customer file. The second step was to incorporate match back processing into the clients live campaigns. This step provided the client with vital response information on how different house file segments and newly installed acquisition files are performing. The final step was to have an ITS list brokerage specialist identify and make recommendations on targeted lists to include in the mail campaigns.

Results

The Power Analysis identified that by utilizing the 48 month NCOA File, DSF2, and ITS proprietary address hygiene processing and mail scores, the client would save an additional \$10,000 in wasted postage and printing. An additional \$3,000 in revenue was realized due to direct mail actually being sent to where the current customers were residing. When these recommendations were installed for the next live mailing, returned mail was virtually eliminated and higher response was realized. ITS also appended vital demographic and lifestyle information to the clients house file. The client is now able to analyze and segment their house file more accurately. This has enabled them to create new customer segments for more target mail campaigns. Match back processing has been extremely valuable to the client, whereas before they had no insight into response, they now have full visibility. This new insight has helped the client refine its targeting of customer segments in their direct mail campaign programs. Finally, the newly installed acquisition strategy has been paying dividends by helping the client expand their customer base.

About

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.