



Grace Under Pressure Direct Mail Case Study

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OBJECTIVES

We set out to develop an impactful, targeted direct mail campaign that drives efficient call volume to Insight Business's inside sales organization. Cost per call target was \$175.

STRATEGY

Pair story-based creative with targeted audience lists with the goal of increasing response rates while maintaining the current price per piece and therefore driving down the overall cost per call. In order to maximize efficiency (multiple impressions using the same creative), the target list was mailed twice in successive waves to maximize exposure and to test for list fatigue.

TACTICS

1. Used creative to outline the key customer benefits and to position Insight Business as a local technology leader. Key customer benefits included: reliability, 24/7 local customer support, advanced fiber-optics, scalable business solutions, and offers and bundle package savings.
2. Developed precisely targeted lists based on industry, geography and company size to maximize response campaign efficiency.

EVALUATION OF SUCCESS / RESULTS / ROI

ROUND 1

Total pieces: 50,457
Total cost: \$33,791
Total calls to date: 334
Cost per call: \$101
Response Rate: .7%

ROUND 2

Total pieces: 48,113
Total cost: \$21,000 (lower cost - reprint)
Total calls-to-date: 232
Cost per call: \$90
Response Rate: .5%

Overall, the campaign delivered a break-out \$97 cost per call or \$78 better than the campaign target of \$175. And we saw a blended response rate of .6% for both waves.

We confirmed that you can effectively repeat drops of creative to target lists in successive waves without seeing major decay in response and the efficiency gained in re-using creative actually drives a better (lower) cost per call.



Grace Under Pressure Direct Mail Case Study (Cont'd)

EXECUTION

1. Developed creative to highlight customer benefits.

- We chose an identifiable, human element that brings the message home to the target audience: Insight Business understands me...a competent, busy business executive being graceful under pressure.
- Highlighted product images with the latest IP phones, wireless keyboards and LED screens to create an association between the client brand and competence with technology.
- Prominent price points used on every panel in proximity of the product shots to convey the value proposition.

2. Produced three versions of the creative to account for differences in price across markets using a unique DNIS number to calculate response rates:

- Kentucky: \$79.99 for 1 line phone + high speed Internet (4 Mbps/384 Kbps) + free standard install with 1 year contract
- Columbus: \$77.90 for 1 line phone+ high speed Internet (5 Mbps/768 Kbps) + free standard install with 1 year contract
- Evansville: Bundle Internet + cable TV and save \$120 a year (\$10 discount per month)

3. Mail dropped over a one-month period:

- Timing: 8/31- 9/28
- Kentucky: 40,527 mailed in 3 drops of 13,509 in 1st, 2nd and 3rd weeks
- Evansville: 3,796 mailed in 1 drop in 3rd week
- Columbus: 6,134 mailed in 1 drop in 4th week

4. Second drop occurred 30 days later using different a different DNIS number to allow each response curve to be measured accurately.