

CASE STUDY SERIES >>

Radically Improve ROI & Lead Flow

With Data-Driven Direct Mail Marketing

OPPORTUNITY

A company was dissatisfied with their overall direct mail campaign results and expenditures. The sales team was experiencing lead flow inconsistency, and the mail pieces had basic messaging and no targeting, which RGI hypothesized to be the root cause of the problem.

CHALLENGE

The company had no way of analyzing their data in order to overcome these problems.

SOLUTION

Highly experienced in this type of marketing solution, RGI committed to a 50% increase in consistent lead flow within 90 days.

(1) RGI first performed a data modeling exercise to compare lead response data to demographic profiles and cross-referenced those findings with the material mailed. RGI used refined data models to modify the targeted customers.

(2) Next, RGI utilized their innovative Cost Per Lead (CPL) pricing product, which could lower the client's working capital and increase lead flow.

(3) RGI designed a data-driven, direct mail strategy and campaign based on the new data models and CPL pricing.

IMPLEMENTATION

Using enhanced messaging and better targeting, RGI deployed a successful direct marketing campaign with A/B testing across six demographic variables. The new strategy produced better than expected results, bringing measurable success to the client, who still works closely with RGI today.

RESULTS

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-  **1** Successful, Long-term, Client Partnership
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-  **100** Increase In Direct Mail Lead Flow
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-  **10K+** Leads Per Month, And The Client's Working Capital Cut In Half
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