

# 1-TO-1 RESPONSE RATE REPORT:

BENCHMARK INFORMATION FOR RELEVANT CROSS-MEDIA MARKETING



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### EXECUTIVE SUMMARY

Response rates to relevant marketing campaigns are, on average, over 4 times that of responses to static, same-to-all messages.

Caslon has found that response rates to relevant marketing campaigns are, on average, over 4 times that of responses to static, same-to-all messages. This finding comes from a review of data from PODi's digital print case study collection and the DMA's *Response Rate Report*. Depending on the segment, the increase in response rates due to personalized, relevant marketing ranged from a factor of 1.3 to 6.2.

In the following table and chart we show the response rates by objective for static and personalized campaigns sent to a house list. These response rates are predictably higher than campaigns sent to a prospect or rented list. In the full report we will take a look at response rates to prospect lists where there is sufficient data.

Campaign Objective	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Lead Generation	15.7%	14	10.2%	24	3.3%
Direct Order	13.6%	11	9.3%	22	3.1%
Traffic Generation	21.6%	5	17.9%	21	3.2%
Data Gathering	14.0%	7	19.1%	18	No DMA data
Loyalty	35.2%	3	25.2%	12	No DMA data

Source: Caslon analysis of PODi and DMA data

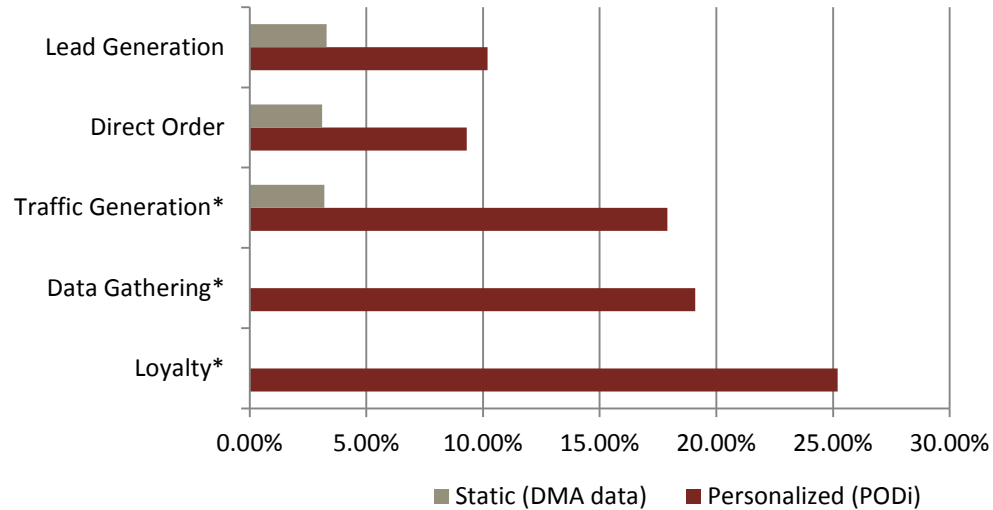
TABLE 1: AVERAGE RESPONSE RATES BY OBJECTIVE FOR CAMPAIGNS SENT TO A HOUSE LIST

Response rates are especially high in data gathering and loyalty campaigns where often times there is not an immediate push for a sale, or special incentives are offered based on the recipient's purchasing history.

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### Response rates by objective for static and personalized campaigns

(Data source: Caslon analysis of PODi and DMA data)



\*In its *2012 Response Rate Report* the DMA did not report separately on Traffic Generation so here we use their overall response rate figures. The DMA does not look at "Data Gathering" and "Loyalty" as separate campaign objectives.

**FIGURE 1: RESPONSE RATES BY OBJECTIVE FOR STATIC AND PERSONALIZED CAMPAIGNS SENT TO A HOUSE LIST**

We also review response rates by vertical market segment. Average response rates to relevant marketing campaigns ranged from 7.2% in non-profit to 16.0% in the printing/publishing segment. It should be noted that the reported static response rate in the Manufacturing/Technology is unusually high and should be taken with caution due to a small sample size.

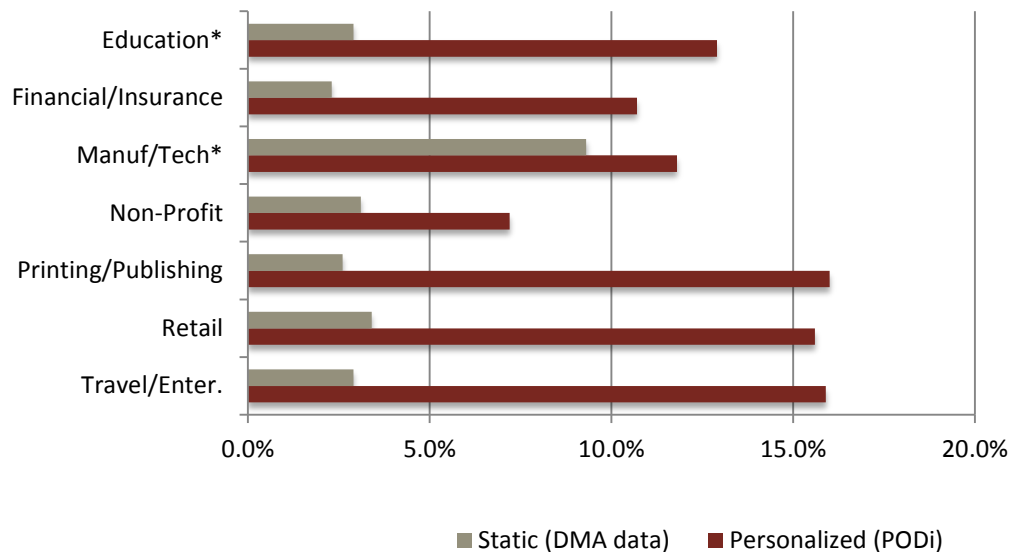
## 1-to-1 Response Rate Report: Executive Summary

Vertical	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Education	21.0%	6	12.9%	7	2.9%**
Financial/ Ins. Services	*	*	10.7%	4	2.3%
Manuf./Tech	13.6%	7	11.8%	12	9.3%**
Non-profit	10.1%	7	7.2%	9	3.1%
Printing/Publ.	33.3%	12	16.0%	28	2.6%
Retail	*	*	15.6%	20	3.4%
Travel/Enter	*	*	15.9%	6	2.9%

\*Insufficient data to calculate Personalized URL visit rate; \*\* 2010 DMA *Response Rate Report* data; Source: Caslon analysis of PODi and DMA data

**TABLE 2: AVERAGE RESPONSE RATES BY VERTICAL MARKET FOR CAMPAIGNS SENT TO A HOUSE LIST**

### Response rates by vertical market for static and personalized campaigns sent to a house list (Data source: Caslon analysis of PODi and DMA data)



\* 2010 DMA data. The DMA noted that the reported response rate for the Manufacturing/Technology segment was unusually high and should be taken with caution due to a small sample size.

**FIGURE 2: RESPONSE RATES BY VERTICAL MARKET FOR STATIC AND PERSONALIZED CAMPAIGNS SENT TO A HOUSE LIST**

## 1-to-1 Response Rate Report: Executive Summary

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This report is intended to help you set expectations for the lift in response rates that relevant personalization can provide. We base our calculations on data from the PODi collection of case studies. The difficulty with this approach is that the response rates mentioned in PODi's cases are atypical. After all, the selection process for the PODi cases ensures that they represent much-better-than-average results. Readers should interpret the response rates that are reported here as what is achievable under optimum circumstances.

### INTRODUCTION

Most marketers know instinctively that personalization can increase response rates for direct mail. But there are very few concrete examples available that can tell a marketer how big the increase will be. And yet having some idea of what to expect is critical if you want to decide whether personalization is worthwhile—or if you have to defend your personalized campaign against criticism.

If you are a marketer championing personalization within your corporation or a print provider proposing a personalized campaign to a customer, you are likely to run into people who think that personalization won't pay for itself. To overcome their objections, you need to be able to estimate how much more profitable your personalized campaign will be than the corresponding static mailing. A key piece of information you will need is the increase in response that personalization brings. Providing that information was our goal when we published the first version of this report in June of 2007.

**Improved response rates do not magically occur when personalization is used. The critical factor is the offer, and how relevant it is to the recipient.**

### NEW CASE STUDIES. NEW ANALYSIS.

This report has been updated with information from case studies that have been added to the PODi case study database over the past several years. We also have updated the sample case studies discussed in the text of the report.

In this edition of the report we provide the straight average of the response rates reported in the PODi case studies. Since our sample set of digital print campaigns is not random, it is not possible to accurately derive the response rate for an average campaign. We leave it to the reader to make their own estimations based on the strength of their own campaign list, message, offer, timing, and other marketing factors.

### THE ROLE OF RELEVANCE

Improved response rates do not magically occur when personalization is used. Personalization by itself is not even the most important factor. The critical factor is the offer, and how relevant it is to the recipient. If a customer receives a mailing piece that offers them something they really want, just at the time when they want it, they will respond. Otherwise, they will not. It makes absolutely no difference how the piece was produced.

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## 1-to-1 Response Rate Report: Introduction

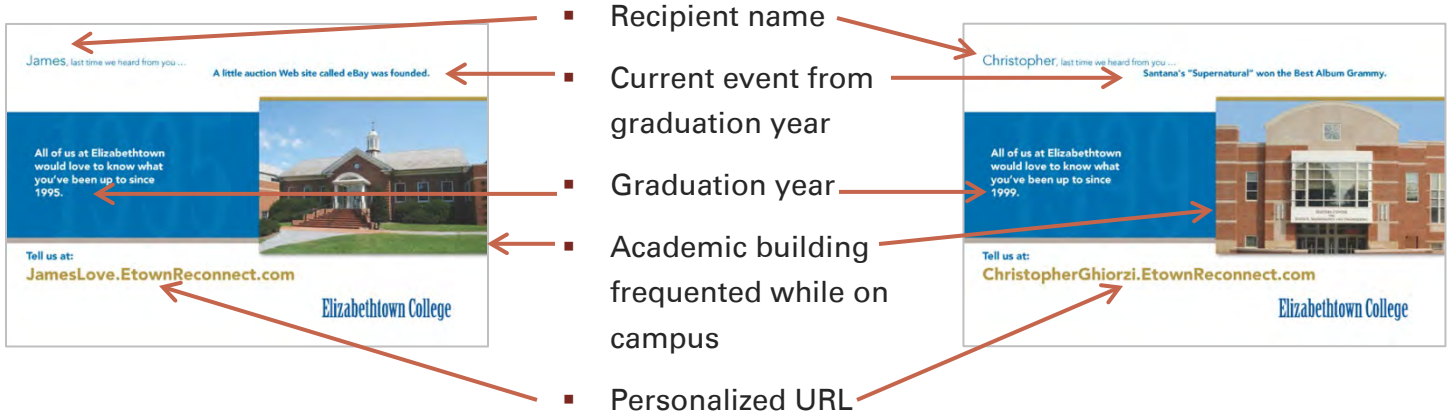
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What personalization provides is the opportunity to make an offer that is more likely to be relevant because it is tailored to the perceived needs of the individual customer.

This concept is at the heart of what we call **relevant marketing**. More formally, we define relevant marketing this way:

A **relevant marketing** piece consists of a message about a product that the recipient needs, delivered when the recipient is ready to receive it.

Elizabethtown College, a private college in south central Pennsylvania, developed a direct marketing campaign to reconnect with young alumni that illustrates the power of relevant marketing. Through market research, it was learned that what alumni talked about most when asked about Elizabethtown were the great professors they had. Using that information, a multi-phase, cross-media campaign was built that highlighted items relevant to alumni including:



Other variable elements were the individual's major and extra-curricular activities. This combination of relevant images and message was meant to draw alumni back to the year they graduated and bring about positive memories.

The campaign achieved outstanding results for Elizabethtown College:

- 16.8% of recipients visited their Personalized URL
  - 8.4% response rate – alumni who provided information via an online survey and/or made a donation
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### GOAL OF THIS REPORT

The goal of Caslon's *1-to-1 Response Rate Report* is to provide an analysis of the response rate lift possible when conducting well thought out relevant marketing campaigns involving variable print. Our two primary sources of information are the PODi collection of case studies and the Direct Marketing Association's *2012 Response Rate Report*.

### METHODOLOGY

The intent of this report is to help you set expectations for the improvement in response rates that relevant personalization can provide. We base our calculations on data from the PODi collection of case studies. In each segment, we provide the average of the response rates reported in the PODi case studies. When calculating the mean we eliminated any dimensional mail cases as these often have higher response rates due to the uniqueness of the package. Responses that fell more than two standard deviations from the mean were also eliminated as outliers.

It is important to remember that the response rates used in our calculations are not always strictly the result of direct mail, but rather are the result of a direct marketing campaign. Where possible we used the response rate to the direct mail portion of a campaign. However what is often reported in the PODi case studies is a cumulative response rate. For example, a personalized direct mail piece is sent out directing recipients to a Personalized URL. When the recipient does not respond, one or two reminder emails may be sent out directing the recipient to the same Personalized URL. Each touch will increase the cumulative responsive rate that ultimately gets counted.

For comparison, we provide data (where possible) from the Direct Marketing Association's (DMA) *2012 Response Rate Report*. This represents the typical results of static mailings.

- The DMA report breaks down response rate by format such as envelope, postcard, over-sized envelope, etc. We do not breakdown response rates to this degree so when we report the DMA figures it is an average of response rates for all formats except dimensional and catalogs. We eliminate dimensional and catalog mail because these tend to have higher response rates.
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## 1-to-1 Response Rate Report: Introduction

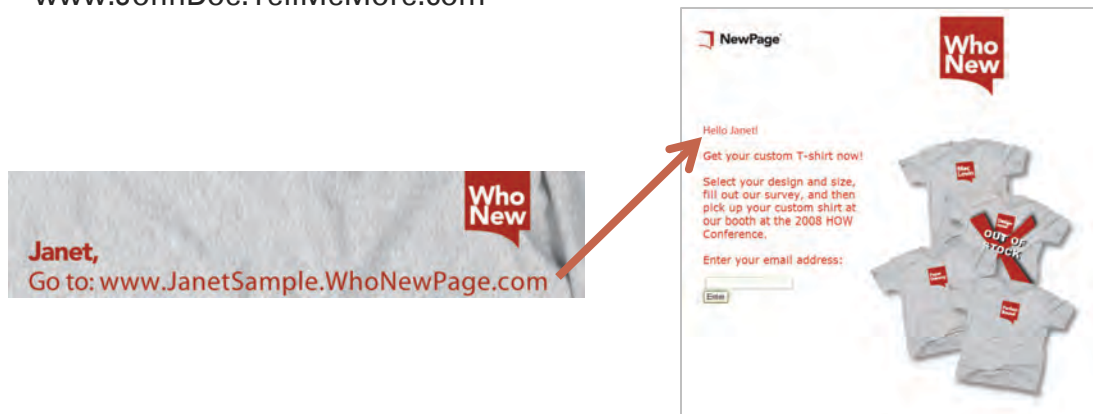
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- In their report, the DMA does not provide response rate figures for Traffic Generation because response in this area was insufficient. For purposes of comparison we used the DMA's overall response rate figures.
- The DMA did not report on response rates for Education or Manufacturing/Technology in their 2012 report. For these two segments we use the response rates as reported in the DMA's 2010 report.

### PERSONALIZED URLs AS A RESPONSE MECHANISM

Many of the campaigns in PODi's database use Personalized URLs as a response mechanism. Personalized URLs are paths to individual web landing pages created for individual direct marketing recipients. They are dynamically generated for each name on your list. For example:

[www.JohnDoe.TellMeMore.com](http://www.JohnDoe.TellMeMore.com)



One of the key features of Personalized URL software is accurate tracking of responses. This is far more accurate than most companies manage to achieve with traditional direct mail, where mailroom tallies or new entries into a prospect database are typically the basis for assessing response rates.

The detailed information available with Personalized URLs is so great that it actually leads to a question as to what constitutes a "response." Is it enough for a prospect to simply visit the URL, or must they complete the survey or other data-gathering steps at the site? Even though most users keep the landing page data gathering to a minimum, there can be a significant difference between the percentage of people who begin the process and those who complete it. **We define a response to be when a prospect provides information that signals acceptance of an offer or interest in having further contact with the marketer.** When talking about

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## 1-to-1 Response Rate Report: Introduction

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Personalized URLs, a response consists of a prospect going to his/her URL and then taking the next step of accepting an offer or signaling further interest. Where there is enough data we report separately the Personalized URL visit rate – the percentage of recipients who visited their landing page.

Keep in mind that it isn't just the use of the Personalized URL but also the leveraging of cross-media (email marketing and any mass media elements in use for the campaign) that provide improved results.

### MOBILE BARCODES AS A RESPONSE MECHANISM

Mobile barcodes, of which QR Codes are currently the most popular format, are another way of connecting print with the online world. By scanning the barcode mobile phone users can be instantly taken to an online site which may provide more information about a product, special offers for the consumer, or multi-media assets for engaging the consumer.

Over the past couple of years PODi has seen more campaigns that incorporate QR Codes as one of the possible response mechanisms. For example, specialty retail store Good Sports Outdoor Outfitters used QR Codes in a multi-phase, cross-media

campaign to drive traffic to their stores and increase sales. A personalized mailer sent in conjunction with the San Antonio Rock 'n' Roll Marathon included a unique QR Code which took users to a personalized landing page with a pre-populated contact form. Upon submitting their name and email address users received a store coupon, a map of the marathon's EXPO booths, and a free gift offer.

While PODi is seeing increasing use of mobile barcodes at this time we do not have sufficient case studies to report response rates to this channel.



### SETTING REALISTIC EXPECTATIONS BASED ON THE PODI RESPONSE RATES

As mentioned above our personalized response rate figures are based on data from PODi's case study collection. The reader of this report needs to be aware that this is not a random sample of personalized direct mail campaigns. The case studies submitted to PODi are from organizations that wish to highlight their work. The case studies, therefore, often represent their best campaigns.

Readers should view the personalized response rate figures provided in this report as what is achievable under optimum circumstances. Many factors affect response rates, including:

- **List:** Does the mailing target the appropriate audience? Is it a house list with people who are already familiar with your product/service, or is it a purchased list?
- **Message:** Is the copy effectively written? Is the message tailored to the particular needs/desires of each audience segment? Does the copy use key emotional triggers?
- **Offer:** Is the offer compelling and relevant enough to make recipients respond?
- **Timing:** Will the message reach the recipient when they are prepared to make a purchase?
- **Creative:** Does the creative support the communication goals or detract from it? Are the elements of the piece "too busy" or does the design make it easy to follow the message? Do the graphics vary by audience segment to help establish connections with different recipients?
- **Response mechanism:** Is the response mechanism easy to use and one with which the audience is comfortable? Are multiple methods of response offered?
- **Vertical:** What are the historic response rates for the vertical market?

Readers should consider these factors when estimating response rates for their own personalized direct marketing campaigns. If you choose to be more conservative, you can adjust the response rate estimates lower.

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### CAMPAIGN OBJECTIVES

Response rates can vary greatly depending on what you are trying to accomplish. In many lead generation situations, for example, you may simply want to get as many prospects as possible to identify themselves and permit you to contact them further. If you are doing fundraising, on the other hand, your goal is to maximize the net contribution dollars you can collect. These are examples of campaign objectives, and in this report, we will consider five main types:

- Lead Generation
- Direct Order (including Fundraising)
- Traffic Generation
- Loyalty
- Data Gathering

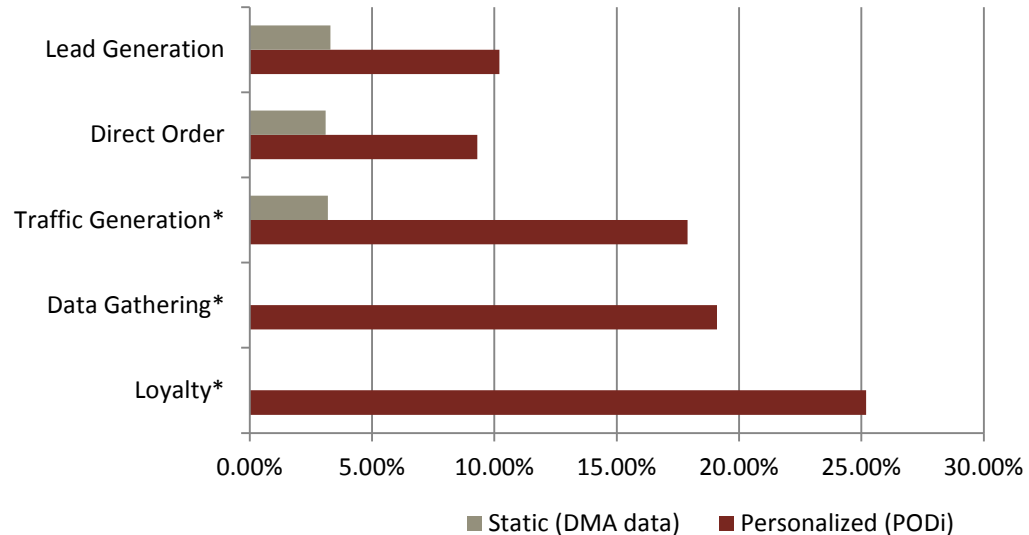
How much are response rates affected by the campaign objective? We will discuss that in some detail later in this report. The following graph, however, will give you a good idea. According to the DMA, when mailing to a house list response rates for static mailing pieces range from an average of 1.8% for a lead generation postcard to 4.6% for an oversized envelope. Predictably the response numbers rates are lower for campaigns sent to a prospect or rented list ranging from 0.94% for a postcard to 1.81% for a letter-sized envelope. These ranges do not include catalogs or dimensional mail.

PODi's own data indicates that, for a relevant, personalized campaign average response rates range from 9% for lead generation to 25% for loyalty campaigns.

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### Response rates by objective for static and personalized campaigns sent to a house list

(Data source: Caslon analysis of PODi and DMA data)



\*In its *2012 Response Rate Report* the DMA did not report separately on Traffic Generation so here we use their overall response rate figures. The DMA does not look at "Data Gathering" and "Loyalty" as separate campaign objectives.

**FIGURE 3: RESPONSE RATES BY OBJECTIVE FOR STATIC AND PERSONALIZED CAMPAIGNS SENT TO A HOUSE LIST**

Those who compare this chart with the one contained in our 2010 edition will note a slight increase in the reported static response rate statistics. This does not indicate an actual increase in response rates but rather our focus on campaigns sent to a house list. The DMA has in fact reported that direct mail response rates in general are seeing a decrease. According to the DMA's *2012 Response Rate Report*, response rates have dropped nearly 25% over the past nine years.

For each of the five campaign objectives we will provide data on response rates for relevant marketing campaigns versus static ones. Where there is sufficient data we will also provide insight into how the response rates are affected by the use of a house list versus an outside or rented list.

To illustrate the impact of relevance we will review example campaigns in each category that used the power of digital print combined with cross-media channels to drive outstanding results.

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### VERTICAL MARKETS

Response rates are influenced by the vertical market being addressed as well as the campaign objective. This combination produces the response rate results as illustrated in the diagram below.

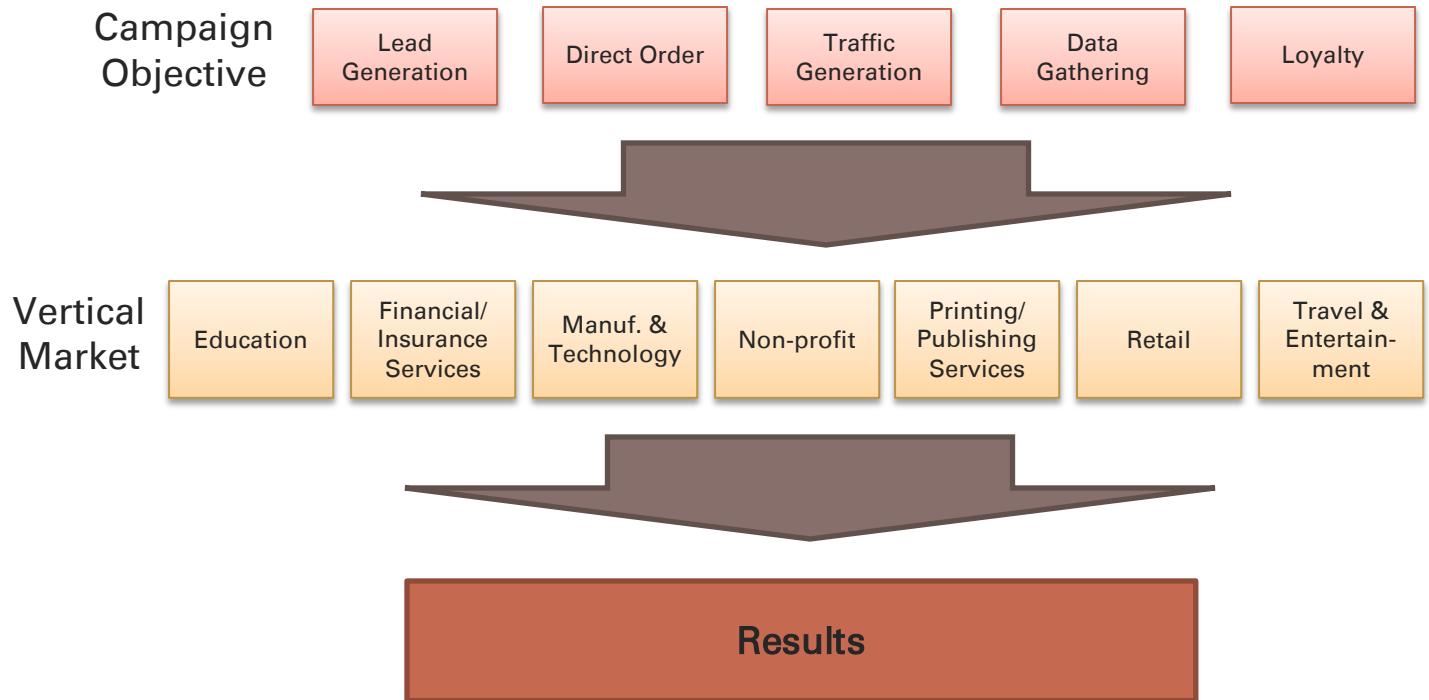


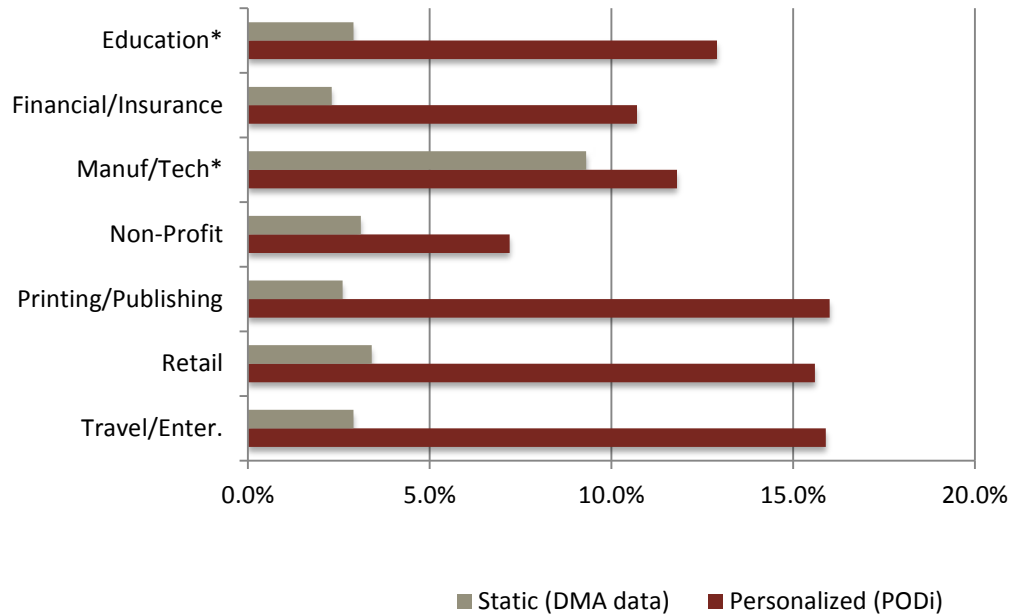
FIGURE 4: INTERPLAY OF CAMPAIGN OBJECTIVES AND VERTICAL MARKETS

In this report we will look at seven vertical markets and review the response rate trends within those markets.



### Response rates by vertical market for static and personalized campaigns sent to a house list

(Data source: Caslon analysis of PODi and DMA data)



\* 2010 DMA data. The DMA noted that the reported response rate for the Manufacturing/Technology segment was unusually high and should be taken with caution due to a small sample size.

**FIGURE 5: RESPONSE RATES BY VERTICAL MARKET FOR STATIC AND PERSONALIZED CAMPAIGNS SENT TO A HOUSE LIST**

### LEAD GENERATION

Lead generation communications create interest in a product or service and provide the prospective buyer with a means to request additional information. Key elements include a message prompting the customer to either obtain further information or qualify as a lead with a direct response mechanism, such as a Personalized URL, QR Code, toll-free phone number, or business reply card. The goal of most lead generation campaigns is to have the buyer agree to meet with a salesperson or to lead them to a purchasing decision through additional information and offers.

### THE EFFECT OF PERSONALIZATION IN LEAD GENERATION CAMPAIGNS

In the Lead Generation segment, PODi case study data had a mean Personalized URL visit rate of 12.1% and a mean response rate of 8.2%. The range of response rates was from 0.1% to 33.5%.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Overall	12.1%	44	8.2%	61	2.4%
House List	15.7%	14	10.2%	24	3.3%
Outside List	10.1%	18	6.4%	25	1.4%
Combination	11.7%	10	7.3%	12	NA

\*List was a combination of a house and purchased list  
Source: Caslon analysis of PODi and DMA data

TABLE 3: THE EFFECT OF PERSONALIZATION IN LEAD GENERATION CAMPAIGNS

If you are planning a lead generation campaign, you can use the values reported in the table as a starting point for estimating your response rate improvement. Ideally, you would have access to information on the response rates achieved in previous lead generation campaigns. If that is not available, you can use the Static Response Rate data as a baseline.

In the PODi case studies the mean of the overall response rate increased by a factor of 3.4. However, as cautioned earlier in this report, this large an increase should be viewed as what is obtainable under optimum circumstances.

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## 1-to-1 Response Rate Report: Lead Generation

Variable data can be used to capture the attention of recipients, provide an easy response mechanism through Personalized URLs, and present relevant offers

One factor that significantly impacted response rates for both static and personalized mail was the use of a house list versus an outside rented list. In both cases the average response rate for campaigns sent to house lists was one and a half to two times better than campaigns sent to rented lists.

In lead generation campaigns variable data can be used to capture the attention of recipients, provide an easy response mechanism through Personalized URLs, and present relevant offers that will encourage replies. The following example illustrates the power of personalization.

### PINEHURST GOLF ACADEMY DRIVES RESULTS WITH PERSONALIZATION

Pinehurst Resort, a historic golf resort located in North Carolina, wanted to drive enrollment in its Pinehurst Golf Academy. Golf enthusiasts were sent a postcard that invited them to go to their own website via a Personalized URL and take a brief online survey. To encourage participation recipients were offered a free pamphlet, "Secrets to Reading Greens," and a personalized assessment of their golf game. Individuals who did not respond to the first mailer were sent reminder postcards and emails.



Once on the landing page visitors were directed to complete an online survey to assess their golf game. The survey included questions on which direction their shots tended to go, where off-center hits on the clubface tend to be, and self-evaluations in the area of pitching, chipping, bunker play, and putting.

## 1-to-1 Response Rate Report: Lead Generation

Based on their answers, responders were sent an eight-page roll-fold brochure with personalized and customized information regarding the weaker elements of their golf techniques.

Variable elements in the brochure included:

- Images based on gender of respondent and elements of golf game
- Relevant messaging driven by survey responses
- Golf drills customized to the responder's indicated skill level



### DIRECT MARKETING RESPONSE:

The highly relevant offer of a personalized assessment of the recipient's golf game was a strong response:

- 11.3% visit rate – recipients went to their Personalized URL
- 9.9% response rate – visitors completed golf self-assessment survey
- Campaign helped attract at least 50 more attendees for Pinehurst's spring golf school than the previous year

### MORE LEAD GENERATION EXAMPLES

The use of Personalized URLs and QR Codes are an excellent way to connect print with interactive online information. When coupled with the right offer and a well-built landing page, these easy-to-use response mechanisms can help generate leads.

Fortress Press, a publisher of textbooks for religious studies and education, successfully combined a direct mail campaign with online resources to drive sales. A personalized postcard was sent to professors encouraging them to visit their Personalized URL to request a free review copy of a textbook. Upon visiting the microsite, professors could view supporting

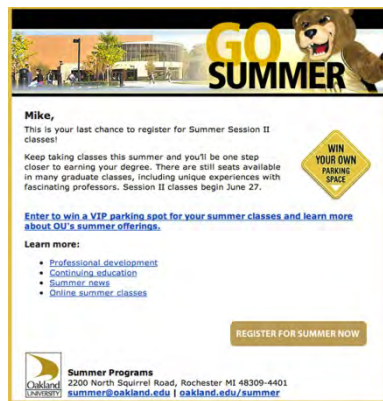
## 1-to-1 Response Rate Report: Lead Generation

information about the textbook including excerpts from the book, a video interview of the author, a sample syllabus and testimonials. Over 9% of the recipients visited their

Personalized URL, completed a survey and requested their free exam copy of the book. Three of the six promoted textbooks had a 7% to 10% adoption rate – the professor used the book in their course.

To promote its summer session programs Oakland University used a cross-media campaign that incorporated email, direct mail, on-campus signage and social media. Emails and a postcard directed prospective students to a personalized microsite that included a dynamic class schedule search and links to pertinent course descriptions. The on-campus signage encouraged students to scan a QR Code to visit a mobile landing page where they could enter a contest and receive more information on summer sessions. The relevancy of all these channels and the design of the landing pages led to outstanding results for Oakland University:

- 11% email response rate – visited site and requested more information
- 2% direct mail response rate – visited site and requested more information
- Over 1,200 mobile site visits
- Increased enrollment in summer classes 4% compared to prior year



Oakland University summer session campaign:  
On-campus signage, email and personalized postcard



### DIRECT ORDER

Direct order campaigns solicit and close a sale or transaction. The information necessary for the prospective buyer to make a decision and complete the transaction is conveniently provided in the advertisement. This category includes communications designed to sell a product or service, and fundraising appeals where the organization is asking for an immediate contribution.

### THE EFFECT OF PERSONALIZATION IN DIRECT ORDER CAMPAIGNS

In the direct order segment, PODi case study data had a mean Personalized URL visit rate of 13.6% and a mean response rate of 9.8%. The range of response rates was from 1.2% to 30%.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
House List*	13.6%	11	9.3%	22	3.1%

\*Insufficient PODi data to report on outside list  
Source: Caslon analysis of PODi and DMA data

TABLE 4: THE EFFECT OF PERSONALIZATION IN DIRECT ORDER CAMPAIGNS

Use relevant marketing to present enticing offers based on past purchasing history

Most of the direct order cases in the PODi database are either campaigns targeting past customers, or fundraising drives reaching out to previous donors or alumni. When using a house list, information known about the recipient such as age, previous purchases, or donation levels, can very effectively personalize a communication and drive higher response rates. Readers may wish to use a more conservative number, perhaps half the reported personalized response rate, when planning their own direct order campaigns, particularly if a rented list will be used.

In direct order campaigns that are looking to sell a product or service, personalization can present highly relevant offers based on the recipient's demographics or past purchasing history. Direct order fundraising campaigns can use personalization to build a relationship with current and potential donors. The organization making a donation appeal can present copy and images that are relevant to the recipient based on their history with the organization.

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### FULTON THEATRE USES PERSONALIZATION TO IMPROVE SUBSCRIPTION/DONATION APPEAL

The Fulton Theatre is a regional professional theatre company and a National Historic Landmark, located in Lancaster, Pennsylvania. Fulton Theatre needed a direct mail campaign to sell subscription packages for season performance tickets while also encouraging patrons to make an additional donation to support the organization and its performances.

The early-bird renewal campaign was sent to individuals who had purchased a season ticket package the previous year. Three segments were identified among this audience:

- **Renewal donors:** Individuals who had already made a donation to Fulton Theatre during the year
- **Acquisition donors:** Individuals who had made a donation in the past but had not yet done so this year
- **Non-donor subscribers:** Individuals who had purchased season tickets before but had never made an additional contribution

For each of these audiences a different message was crafted to encourage donations.

To make it easy for the recipient to renew their season ticket package, variable data was used to make the piece highly personal for the recipient. Over 120 fields from the subscriber's ticketing data was carefully mapped to ensure that the proper seating and account information was printed and matched to the individual. The direct mailer was personalized with the subscriber's current subscription information including number of subscriptions, seating locations, and seating price. A color seating chart was also included so subscribers could easily view the location of their seats.



Renewal letter with different call-out box messages based on audience segment

## 1-to-1 Response Rate Report: Direct Order

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### DIRECT MARKETING RESPONSE:

- 60% renewal rate
- 22% of subscribers increased their gift donation compared to the previous year
- Over 2,468% ROI

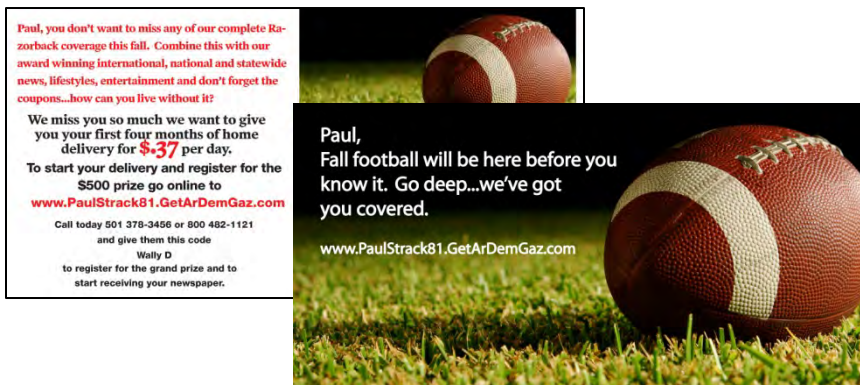
The response to Fulton Theatre's campaign exceeds the average of direct order campaigns but organizations can expect improved results when they provide highly specific information to a targeted audience.

### MORE DIRECT ORDER EXAMPLES

The Fulton Theatre campaign showed the response that is possible with a highly relevant solicitation sent to a receptive audience – existing customers/donors. A campaign by the Arkansas Democrat-Gazette shows that personalization combined with a good offer can even capture the attention of an audience that has said “no” to your product.

The Arkansas Democrat-Gazette wanted to encourage patrons who recently ended their newspaper subscriptions to renew. Previous campaigns to this audience utilized static direct mail postcards and form letters with bland design concepts. These efforts were returning less than a 1% renewal rate.

A new campaign was developed that featured a personalized postcard with eye-catching graphics and a Personalized URL response mechanism. Recipients were offered a reduced subscription price if they renewed. On top of the pricing incentive, recipients were encouraged to visit their Personalized URL to register for a \$500 grand prize drawing.



Arkansas Democrat-Gazette postcard directing recipient to Personalized URL

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## 1-to-1 Response Rate Report: Traffic Generation

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The campaign ran for three months and saw renewal rates ranging from 1.5% to 2%. The Arkansas Democrat-Gazette was very happy with results, especially considering the difficult audience that was being targeted.

Boden, a mail order clothing retailer in the UK, also saw improved response rates when using personalization to target an inactive audience. Boden developed a direct mail campaign to entice consumers who had requested a catalog but not made a purchase. To test the impact of personalization half of the audience was sent a static postcard and the other half received a personalized postcard with a Personalized URL. The response to the personalized postcard was six times higher than the generic one.

### TRAFFIC GENERATION

The objective of traffic generation campaigns is to motivate the recipient to visit a store or business establishment, or to attend an event such as a tradeshow, conference, or seminar. Key elements of the message may include pricing and product information, information about a particular sale or event, location, hours of operation, coupon or discount offers, and gift incentives.

### THE EFFECT OF PERSONALIZATION IN TRAFFIC GENERATION CAMPAIGNS

In the traffic generation segment, PODi case study data had a mean Personalized URL visit rate of 14.7% and a mean response rate of 17.5%. The range of response rates was from 0.3% to 48%.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)*
Overall	14.1%	11	17.1%	34	2.3%
House List	21.6%	5	17.9%	21	3.2%
Outside or Combination	7.8%	6	15.6%	13	1.3%

\* The DMA did not report on Traffic Generation in its 2012 Response Rate Report so we use their overall response rate figures for comparison.

Source: Caslon analysis of PODi and DMA data

TABLE 5: THE EFFECT OF PERSONALIZATION IN TRAFFIC GENERATION CAMPAIGNS

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## 1-to-1 Response Rate Report: Traffic Generation

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Response rates for traffic generation campaigns can be high if an incentive is provided that is highly relevant or desirable. Just over a third of the PODi traffic generation cases are campaigns where a print service provider is inviting a customer to an open house, seminar or customer event. Incentives include wine tastings, receptions/parties, and chances to win large gift items. These campaigns were generally sent to a smaller, targeted audience. The combination of strong incentives and a small audience may be leading to a higher response rate than can be expected in the average traffic generation campaign.

If all the print service provider self-promotional campaigns are removed the overall response rate for traffic generation campaigns drops to 15.3%. This is still a high response rate, but the campaigns in PODi's database offer strong incentives to entice recipients to a retail location or customer event.



Digital print can empower traffic generation campaigns by gaining the attention of recipients through image and copy personalization. Writing a person's name in the clouds or on the icing of a cake is still a unique image that will make a person pause and look. When coupled with easy response mechanisms, such as Personalized URLs or mobile barcodes, and relevant offers these campaigns can achieve outstanding results.

### CHICK-FIL-A INCREASES STORE TRAFFIC

Chick-fil-A is one of the largest privately-held restaurant chains in the U.S. with nearly 1,500 restaurants in 38 states and Washington D.C. Local franchise owners in Covington, Louisiana needed a direct marketing solution that would establish a customer database and increase store traffic.

A plastic postcard with two perforated cards, featuring campaign offers, was mailed to consumers in the Covington, Louisiana area. Recipients were instructed to log on to their Personalized URL in order to activate their two offers, and go into the store to redeem them.



## 1-to-1 Response Rate Report: Traffic Generation

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In addition to the direct mail postcards, cards were also given to local businesses such as Walmart and Target, where the cards were handed out to employees. These cards directed recipients to visit a generic URL tied to the campaign.

Upon visiting either the Personalized URL or generic URL, users were taken to a customized microsite for the Chick-fil-A campaign. Users validated their contact information on the first screen, selected the offer they wanted to activate, and answered a few questions from Chick-fil-A.

Next, users were given the opportunity to share the offer on up to 265 social networks, email, and SMS. All recipients who shared the offer with friends were entered into a sweepstakes.



### DIRECT MARKETING RESPONSE

By enabling social sharing and providing customers with an incentive to do so Chick-fil-A achieved outstanding results:

- 279.8% visit rate – Over 5,000 plastic postcards were sent out, and due to the integration of social sharing, 14,124 visited the campaign microsite
  - 7.9% of visits were responses to personalized mail
  - 65.3% of visits were responses to social sharing (text, email, social networks)
- 120.6% response rate – Over 6,000 individuals provided their contact information
  - The direct mail piece alone drove a 22% response rate, with 1,111 users logging on to their Personalized URL to activate their offers
- 24.8% coupon redemption rate

### MORE TRAFFIC GENERATION EXAMPLES

In addition to driving traffic to retail store locations, personalization can be used to help drive traffic to tradeshow booths, open houses or customer events.

NewPage, a coated paper manufacturer, sought recognition for its digital paper line among creative professionals. To reach this audience, NewPage was exhibiting at the HOW Design Conference and wanted a way to drive traffic to its booth. Their cross-media initiative consisted of a self-mailer with a Personalized URL response mechanism, personalized landing pages, email, and promotions at the conference.



Personalized URL leading to campaign landing page

The mailer was sent to registered conference attendees four weeks before the event. At their personalized landing page, attendees were asked to provide their email address and then complete a survey. After completing the survey they could reserve a free t-shirt of their choice. Immediately upon completing their visit to the personalized site, attendees received an emailed personalized voucher for them to print and take to the NewPage booth in order to claim their t-shirt.

The response to this campaign was so strong that NewPage had to “close” the landing pages for the campaign a week early because they were concerned about the sheer number of t-shirts being ordered.

- 35% response rate – conference attendees who visited their Personalized URL, completed the survey, and requested their t-shirt
  - There was a near 100% pick-up of t-shirts from people who completed the survey prior to the start of the show
-

### DATA GATHERING

Connecting print with online channels via Personalized URLs or QR Codes can facilitate the collection of information from customers and prospects

The goal of these communications is to collect information from customers. This might include contact information, preferences, or feedback on products and services. An incentive is often provided to encourage customers to participate. Data gathering campaigns are often precursors to direct order or lead generation campaigns, where the organization is looking for information on the customers to help make future communications more relevant. Response rates for these campaigns can be high because there is no immediate push for a sale.

#### THE EFFECT OF PERSONALIZATION IN DATA GATHERING CAMPAIGNS

In the data gathering segment, PODi case study data had a mean Personalized URL visit rate of 14.0% and a mean response rate of 18.2%. The range of response rates was from 4% to 38%.

The DMA does not designate a category for data gathering in their report so we do not have a static response rate for comparison.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
House list*	14.0%	7	19.1%	18	No DMA data

\*Insufficient PODi data to report on outside list  
Source: Caslon analysis of PODi and DMA data

TABLE 6: THE EFFECT OF PERSONALIZATION IN DATA GATHERING CAMPAIGNS

As mentioned earlier response rates for these campaigns can be high because there is no immediate push for a sale. Also, since data gathering campaigns are typically sent to existing customers or donors the mailing list is usually a house list. Typically house lists will achieve a higher response rate than purchased lists.

In these campaigns having a method to connect print with online channels can be extremely beneficial in the data gathering process. Personalized URLs or QR Codes that lead to an online survey enable immediate tracking of responses.



## 1-to-1 Response Rate Report: Data Gathering

### SEATTLE HUMANE SOCIETY STRENGTHENS RELATIONSHIPS WITH FIRST-TIME DONORS

The Seattle Humane Society (SHS) is a private, nonprofit animal welfare organization that serves the people and animals of King County, Washington.

For large donors, the SHS Development Office makes personal phone calls to learn more about them, such as what pets they have, if they adopted from SHS and what SHS programs they are interested in. SHS also wanted to learn more about smaller donors, but making phone calls to this larger group would not have been feasible.

SHS needed a direct marketing campaign that would reach donors and gather information from them in order to:

- Develop targeted leads for potential volunteers
- Build upon their existing opt-in email list
- Improve connections with donors who might be interested in making additional contributions of time or money

A letter from the CEO or Director of Development is sent to new donors inviting them to visit a Personalized URL and complete an online survey. Donors are also given the option to complete a paper based survey and send it back via an enclosed return envelope. Two weeks after the letter is sent, a reminder postcard is sent to non-responders.



Landing page



Online survey

Letter directing to Personalized URL

## 1-to-1 Response Rate Report: Data Gathering

To encourage donors to complete the survey all respondents are entered into a drawing. Offered gifts have included a \$100 gift card, \$250 SHS Adoption package and SHS gift baskets.

### DIRECT MARKETING RESPONSE

- 17% response rate to initial campaign
- This campaign has been repeated three times and each time has yielded a 14% to 20% response rate
- The response mechanism used has been close to evenly split between the online survey at the Personalized URL and the paper-based survey

The primary objective of this campaign was to gather information on donors. Unexpectedly, SHS received over \$4,000 in contributions as a result of this outreach to new donors.

### MORE DATA GATHERING EXAMPLES

The Girl Scouts of the Minnesota and Wisconsin River Valleys Council (River Valleys) used a personalized direct marketing campaign to connect with junior and senior high school age girls. The goal was to increase engagement and retention with these older girls. An 11"x 6" piece was mailed to Scouts encouraging them to visit a Personalized URL. At the site girls could gain valuable information on Girl Scouts' older girl program, Cookie Executive Officer or C.E.O., which encourages girls to think about the cookie sales program in a business plan style. Girls were also asked to complete a survey providing feedback on the cookie program and suggestions for improvement. The program achieved a 12% response rate with older Girl Scouts visiting their Personalized URL and completing the survey.

**It's easy to become a top-performing C.E.O. in River Valleys' Cookie Program Activity.**

Check out the C.E.O. Business Literacy Program Guidebook. The guidebook (available online at [www.girlscouts.org](http://www.girlscouts.org) and in print), geared specifically toward older Girl Scouts, gives you a step-by-step method on how to get the most out of your Cookie Program Activity by developing a business plan, using new marketing and selling strategies, and evaluating the results.

As a Cookie Executive Officer, put the online tools to work for you. You can enter and track your customer lists, create and print your own business and thank you cards, and build and send easy-to-use e-cards that remind customers to place their orders. After reviewing the safety guidelines, girls 13 years and older can even use online social networking as part of their marketing plan!

Long term planning, community leadership, marketing, and technology are only a few of the skills you'll practice as you follow the steps through the C.E.O. program.

**C.E.O. business plans due by Cookie Go Day - January 16!**  
Start your cookie business today. To participate in the C.E.O. program you must complete and submit your online business plan no later than January 16. And, if you complete all the requirements for the C.E.O. program, you could win Lunch with River Valleys' Chief Executive Officer Linda Keene. Check the River Valleys website for pictures of the 2009 CEO lunch!

**Dear Cora,**  
**Get connected in a whole new way with the Girl Scouts' annual Cookie Program Activity!**

As a Girl Scout Cadette, Senior, or Ambassador, you know that the Cookie Program Activity isn't just for younger Girl Scouts - and so do we. We know you have the experience and know-how to turn the Cookie Program Activity into a successful business that will take you places! And, because of that, River Valleys has created a special Cookie Program Activity for teen Girl Scouts - Cookie Executive Officer, or C.E.O.

There's a way you can become a C.E.O. and use real-world business activities to sharpen your skills in leadership, creativity, and independent thinking.

You can run your Girl Scout cookie sale as a business with a style all your own - and even earn an extra five cents per package of cookie proceeds.

Visit your personalized C.E.O. webpage now!  
**Check out [www.cookiebiztime.com/Cora](http://www.cookiebiztime.com/Cora)** to connect to all the online Cookie Executive Officer program resources and tools you need to participate.

You don't have to know everything about business to run one of your own. You will learn a lot as you go, and just like real businesses, there are plenty of people (Girl Scout volunteers, staff, community business partners, etc.) and resources (C.E.O. program guidebook, River Valleys website, etc.) to support you in your endeavor.

**Just for going online and checking out more information about the C.E.O. program, you will receive a special coupon for a free gift that will help you with your cookie business.**

Best wishes in your C.E.O. program,  
Girl Scouts of Minnesota and Wisconsin River Valleys Product program team

**CADETTE 6-8** **SENIOR 9-10** **AMBASSADOR 11-12**

**Girl Scouts.**  
Minnesota and Wisconsin  
River Valleys

Inspired by It

### LOYALTY CAMPAIGNS

Loyalty communications continue and/or expand relationships with existing customers. The goal of these communications is to increase customer satisfaction with the product or service and encourage retention and repeat purchases. They also can offer information about new or additional products or services, with the goal of cross-selling or up-selling the customer.

#### THE EFFECT OF PERSONALIZATION IN LOYALTY CAMPAIGNS

In the loyalty segment, PODi case study data had a mean Personalized URL visit rate of 35.2% and a mean response rate of 25.2%. The range of response rates was from 3% to 65%.

	Personalize URL Hit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
House list	35.2%	3	25.2%	12	No DMA data

Source: Caslon analysis of PODi and DMA data

TABLE 7: THE EFFECT OF PERSONALIZATION IN LOYALTY CAMPAIGNS

A static response rate figure is not available for comparison since the DMA does not break out “loyalty” as a category.

Due to the nature of this category, all of the case study campaigns used a house list. This, coupled with special offers based on the past purchasing habits of the customer, leads to a very high response rate in the PODi loyalty campaigns.

Digital print is ideal for loyalty program communications as information that is presented can be made highly specific to the recipient – information on the product or service they just purchased, the status of their membership points, offers for new or additional products or services based on the customer’s purchasing history, etc.

#### SCOTTISHPOWER WELCOME PROGRAM

ScottishPower is a major utility company in the UK supplying gas and electricity services to more than 5 million customers. The UK’s consumer energy supply sector is highly competitive and consumers can switch

Digital print is ideal for loyalty programs as communications can be made highly relevant to the recipient



## 1-to-1 Response Rate Report: Loyalty Campaigns

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suppliers with ease: between 8 and 10 million do so each year. But attrition rates are high, especially during the first few months after gaining a new customer. For ScottishPower, increasing customer retention was a strategic priority.



A communications program was developed that nurtured new customers during the critical six to eight week 'welcome cycle'. ScottishPower implemented a fully automated, data-driven cross-media marketing solution that engages ScottishPower's customers with highly relevant, completely personalized communications – delivered via the customer's preferred medium at strategically significant moments.

The program commenced with a personalized email message immediately after customer acquisition. This was followed by a digitally printed, fully personalized welcome pack. Both the email and the welcome pack encouraged recipients to visit a Personalized URL. The personalized web pages contained relevant account information including application progress and important documents. 40% of recipients visited their Personalized URL.

### **DIRECT MARKETING RESPONSE**

Initially, ScottishPower decided to run a controlled pilot to see what effect the personalized solution would have on new customer attrition. A proportion of new customers received the new welcome pack whilst all others continued to receive the traditional non-personalized marketing tools.

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## 1-to-1 Response Rate Report: Loyalty Campaigns

- Sales cancellations during the initial two-week “cooling-off” period were 81% lower for the personalized welcome pack
- Attrition was 39% lower when customers accessed their Personalized URL

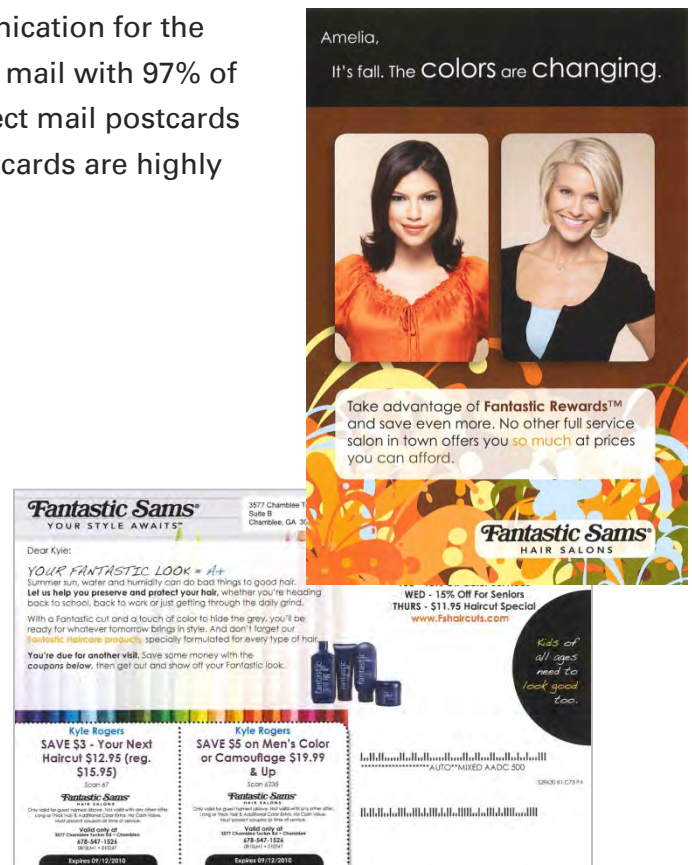
### MORE LOYALTY EXAMPLES

The ability of digital print to enable highly relevant messages and offers is highly suited for loyalty programs where information is known about customers’ previous purchasing history and preferences.

Fantastic Sams, the largest full service, value-priced hair care salon chain in North America, needed a way to support its franchise owners, reduce guest churn and increase business. A loyalty program was initiated that franchise owners could enroll in. To drive the personalization of communications, data is collected from individual salon locations. The data includes the date of last visit and specific services used in the last six months. This information is used to target guests based on buying habits and patterns.

The primary channel of communication for the Guests First™ program is direct mail with 97% of touches happening through direct mail postcards and 3% through email. The postcards are highly variable:

- Over 27 variables including customer name, images, offer, salon location, reward status, and copy
- Over 15,000 combinations of variables in every mailing
- Each owner selects the segments and controls the cost
- Each owner selects specific offers to send guests by segment target



## 1-to-1 Response Rate Report: Vertical Markets

The response rate for the personalized postcards has been between 14% and 20% depending on the targeted customer segment. It has also been noted that members now spend almost 33% more than the average transaction.

## VERTICAL MARKETS

Another useful way to look at response rate data is by vertical market. We have selected vertical markets where PODi has at least five case studies with response rate data. Where there are a sufficient number of PODi cases we provide a comparison of response rates for mailings to house lists versus outside or purchased lists.

### EDUCATION

The education campaigns in PODi's database typically fall into two categories – communications designed to attract prospective new students and communications focused on raising funds from alumni and other university supporters. In both of these cases personalization can create a stronger connection with the recipient and drive response. Communications to prospective students can incorporate information on their specific academic and extracurricular interests. Fundraising appeals can include information that is specific to an alumnus' class year to elicit a stronger emotional response.



	Personalized URL Hit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)*
Overall	15.7%	11	8.1%	12	2.1%
House	21.0%	6	12.9%	7	2.9%
Outside or Combination	9.4%	5	1.4%	5	1.5%

\*Since the DMA did not report on the Education market in its 2012 report the figures listed here are from the 2010 report.

Source: Caslon analysis of PODi and DMA data

TABLE 8: THE EFFECT OF PERSONALIZATION IN EDUCATION CAMPAIGNS

The data shows an almost identical response rate for personalized and static campaigns sent to an outside list. This may be a disparity due to the small sample size of PODi cases.

### FINANCIAL AND INSURANCE SERVICES

The PODi case studies in the financial and insurance service segment are primarily lead generation or direct order campaigns sent to a house list. Personalization was used to gain the attention of recipients and in some cases, known information about the customer was used to present information relevant to their financial or insurance needs.

According to the DMA, the financial services industry is a heavy user of direct mail. In their study 83% of the respondents in the financial services area use direct mail. Direct mail has also been shown to be consumers preferred channel for financial service information. According to *Consumer Channel Preference Study*, 36% of U.S. consumers and 40% of Canadians prefer mail over other channels (including email, newspaper inserts, and internet).<sup>1</sup>

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)**
House list	*	*	10.7%	4	2.3%

\*Insufficient data to calculate Personalized URL visit rate

\*\*DMA response rate is only for Financial Services industry

Source: Caslon analysis of PODi and DMA data

TABLE 9: THE EFFECT OF PERSONALIZATION IN FINANCIAL AND INSURANCE CAMPAIGNS

Since Caslon's last *Response Rate Report* was published in 2010 the only campaigns in the financial and insurance services industry added to PODi's collection were dimensional mailers. As mentioned earlier in the Methodology section we do not include dimensional mailers in our response rate calculations as these applications tend to have higher response rates than the average campaign. So the response rates listed above are the same as what was reported in 2010.



<sup>1</sup> "The Formula For Success: Preference and Trust," Epsilon Targeting, 2011, p. 4.

### MANUFACTURING & TECHNOLOGY

The majority of PODi case studies in this segment are lead generation applications or traffic generation applications where the company sought to drive traffic to a tradeshow booth.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)**
<b>Overall</b>	12.6%	18	10.1%	24	6.1%
<b>House List</b>	13.6%	7*	11.8%	12*	9.3%
<b>Outside or Combination</b>	12.4%	10*	8.5%	11*	2.8%

\* Does not equal overall number because information on the type of list was not available

\*\* Since the DMA did not report on the Manufacturing & Technology market in its 2012 report the figures listed here are from the 2010 report.

Source: Caslon analysis of PODi and DMA data

**TABLE 10: THE EFFECT OF PERSONALIZATION IN MANUFACTURING & TECHNOLOGY CAMPAIGNS**

According to the DMA, in the manufacturing and technology segment “...direct mail sample sizes are small but appear to indicate a higher-than-average response rate and smaller average volumes.” However, the DMA does say that the high response rate numbers in this segment should be taken with caution due to the small number of respondents.





### NON-PROFIT

The primary goal of communications in non-profit cases is to cultivate donors and solicit donations. Personalization is key in establishing a strong connection with recipients to make them feel valued and to emphasize the importance of their contribution.

The non-profit industry is another heavy user of direct mail, according to the DMA. In their response rate study 95% of the non-profit sector respondents used direct mail.”



	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Overall	*		6.1%	12	1.87%
House List	10.1%	7	7.2%	9	3.1%
Outside List	*		2.8%	3	0.88%

\* All PODi cases with a Personalized URL were sent to a house list

Source: Caslon analysis of PODi and DMA data

TABLE 11: THE EFFECT OF PERSONALIZATION IN NON-PROFIT CAMPAIGNS

### PRINTING/PUBLISHING SERVICES

Given PODi's community, we have a large number of case studies that are examples of print service providers promoting themselves. Quite often these campaigns are designed to educate marketers about the power of digital print to create more relevant communications and to track results. Usually an incentive is offered to encourage response such as a gift card or a chance to win a large prize. Many of these campaigns are also invitations to an open house, seminar, or other customer event.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Overall	25.8%	22	15.0%	45	2.3%
House List	33.3%	12*	16.0%	28*	2.6%
Outside List	16.7%	5*	13.3%	10*	2.1%

\* Does not equal overall number because information on the type of list was not available or list was a combination of house and outside

Source: Caslon analysis of PODi and DMA data

TABLE 12: THE EFFECT OF PERSONALIZATION IN PRINTING/PUBLISHING CAMPAIGNS

## 1-to-1 Response Rate Report: Vertical Markets

The DMA does not break down its data into a printing services category. The closest industry that we can look at for comparison is Business-to-Business services.

### RETAIL

The high personalized response rate that is seen in this category may be attributed to the fact that almost half of the PODi case studies in this vertical are data gathering or loyalty campaigns.



These types of campaigns see the highest response rates. Data gathering campaigns do not push for an immediate sale and loyalty campaigns reward existing customers with special incentives.

The other half of the PODi cases are primarily made up of traffic generation programs where special incentives were offered to encourage the recipient to visit the store.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Overall	5.3%	6	15.8%	30	3.3%
House List	**		15.6%	20*	3.4%
Outside List	**		16.1%	8*	3.3%

\* Does not add up to overall number because information on type of list was not available

\*\*Insufficient data to calculate Personalized URL visit rate

Source: Caslon analysis of PODi and DMA data

TABLE 13: THE EFFECT OF PERSONALIZATION IN RETAIL CAMPAIGNS

One would normally expect the Personalized URL visit rate to be higher than the response rate and the house list response rate to be higher than the outside list. The data shown here may be an anomaly due to the small number of cases in the sample set.

## 1-to-1 Response Rate Report: Conclusions

### TRAVEL & ENTERTAINMENT

Within PODi's database the businesses in the travel and entertainment category include hotels & resorts, amusement parks, and sports teams. Most of these campaigns were developed to encourage loyalty and repeat business from customers.

	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)**
House list	*		15.9%	6	2.9%

\* Insufficient data to calculate a Personalized URL visit rate

\*\* The closest DMA segment is "Publishing, Media & Entertainment"

Source: Caslon analysis of PODi and DMA data

TABLE 14: THE EFFECT OF PERSONALIZATION IN TRAVEL & ENTERTAINMENT CAMPAIGNS



### CONCLUSIONS

The following tables summarize our data about response rates for static and personalized campaigns for the covered campaign objectives and vertical markets. In all cases, personalized campaigns do better than static ones (this is what you would expect, especially given the source of the case study data).



## 1-to-1 Response Rate Report: Conclusions

Campaign Objective	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Lead Generation	15.7%	14	10.2%	24	3.3%
Direct Order	13.6%	11	9.3%	22	3.1%
Traffic Generation	21.6%	5	17.9%	21	3.2%
Data Gathering	14.0%	7	19.1%	18	No DMA data
Loyalty	35.2%	3	25.2%	12	No DMA data

Source: Caslon analysis of PODi and DMA data

TABLE 15: AVERAGE RESPONSE RATES BY OBJECTIVE FOR CAMPAIGNS SENT TO A HOUSE LIST

Here is a summary of the Personalized URL visit rates and response rates for personalized campaigns by vertical market.

Vertical	Personalized URL Visit Rate	# of PODi Cases	Personalized Response Rate	# of PODi Cases	Static Response Rate (DMA data)
Education	21.0%	6	12.9%	7	2.9%
Financial/ Ins. Services	*	*	10.7%	4	2.3%
Manuf./Tech	13.6%	7	11.8%	12	9.3%
Non-profit	10.1%	7	7.2%	9	3.1%
Printing/Publ.	33.3%	12	16.0%	28	2.6%
Retail	*	*	15.6%	20	3.4%
Travel/Enter	*	*	15.9%	6	2.9%

\*Insufficient data to calculate Personalized URL visit rate

Source: Caslon analysis of PODi and DMA data

TABLE 16: AVERAGE RESPONSE RATES BY VERTICAL MARKET FOR CAMPAIGNS SENT TO A HOUSE LIST

## OUR APPROACH

Our approach in generating these numbers has been to focus on the increase in response rate reported in the PODi cases. As a baseline, we use data about the response rate for static mailings (mostly from the DMA).

PODi cases tend to be far more successful than most average campaigns would be, so it would be unrealistic to suggest that a typical personalized

## 1-to-1 Response Rate Report: Sources

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campaign could beat a static campaign by the same margin as the PODi cases do.

When estimating response rates for your own campaigns it is important to keep this in mind. Figures should be further adjusted based on the type of list used (up for house lists and lower for rented lists). The historical performance of an organization's direct mail campaigns should also be considered.

### SOURCES

- *PODi Case Study Database*, PODi, the Digital Printing Initiative, [www.caslon.net/Case-Studies](http://www.caslon.net/Case-Studies).
- *The 2012 Response Rate Report*, Direct Marketing Association, [www.the-dma.org](http://www.the-dma.org).