

# Cable Company Gets Connected with More Customers

## THE CHALLENGE

The client is a national provider of Digital Cable, High-Speed Online, and Digital Phone services. Through their agency, they run many different vehicles for their promotional media to keep in front of the consumer in this highly competitive industry. In 2007 they began to test the Money Mailer Direct Marketing shared mail program running the same ZIP Codes they had been using in their competitive direct mail programs.

With a higher CPM, our cost per call (CPC) is lower than the competing direct marketing companies' CPC.

## THE BOTTOM LINE

Cost per call (CPC) is the measure of the client's success. Our results were measured against the CPC from all other direct marketing shared mail advertising campaigns that had been run with other companies. The client analyzed their CPC's and even though Money Mailer Direct Marketing's CPM is higher, our CPC is lower than the competing direct marketing companies' CPC. With this revelation, the agency and client were anxious to learn how to maximize those results.

## OUR APPROACH

The client had previously performed a segmentation analysis on their database. Money Mailer Direct Marketing took the client's database of ZIP codes and segments and analyzed

them against our shared mail zones and the shared mail zones that they have been mailing. We returned to the agency with a comprehensive report showing the percentage of each of their best scoring segments in each of our zones and a ranking index of those zones. The resulting shared mail zone scores were based entirely on the detailed assessment of how well the zones were for targeted prospects that "look like" their best customers.

## OUR SOLUTION

The result of our analysis showed the agency and client that they can mail 600% more zones that "look like" their best customers than they are currently mailing in order to maximize their advertising investment.

## THE REAL BOTTOM LINE

The client has begun to mail additional circulation, which will enable the client to lower their overall direct mail Cost per Call.

The result of our analysis showed the agency and client to mail 600% more zones than they currently mailed, that "look like" their best customers to maximize the return on their advertising investment.