

Money Mailer Direct Case Study

Broadband Internet Service Provider Narrows Reach to Save Over \$100,000

THE CHALLENGE

The client is a groundbreaking wireless high-speed internet provider with coverage growing across the United States in over 75 markets. However, they found it difficult to find prospect lists solely within the coverage areas of their broadband towers. This was because most list companies limited them to purchasing ZIP codes or carrier routes – much larger areas of geography than some of their tower coverage areas. They were wasting thousands of direct mail dollars on prospects they were unable to sign up for service.

OUR SOLUTION

Money Mailer Direct Marketing's experienced analytics staff created custom latitude/longitude points and radii around these points to create prospect boundaries within the exact coverage areas of their broadcast towers. By combining these concentric circles, Money Mailer Direct matched the geography of the client's wireless broadcast towers and was able to create custom trade areas.

THE REAL BOTTOM LINE

By implementing Money Mailer Direct Marketing's new targeting method for prospecting, the client saved over \$100,000 in list costs the first year alone! And they cut their customer acquisition costs by 50% by using our custom mapping solution.

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