The Intelligent Marketer

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Focus on Data:
Getting the Most Out of Your Marketing Data

Five Ways to Improve Your ROI

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Thomas Jefferson once said "I find that the harder I work, the more luck I seem to have."

In marketing, a successful campaign is not based on luck but hard work. Some of that work involves the development of powerful messaging and appealing graphics, but much of that work involves data analysis. If you make the effort to drill down into your marketing data, you will find the secrets to getting the results that you want. Our experience with clients show that 40% of a campaign's effectiveness is driven by the audience or data source, 40% by the offer, and 20% from the creative package.

Any marketer can locate a list, but the best marketers know their data forward and backwards, inside and out. Customers are profiled and markets are segmented so that each test yields not only results, but guidelines for the future.

Here's what you can do today to make your data work for you:

1 Get Organized

Whether your customer files are hosted or in-house, make sure they are housed in a database that lets you make full use of the stored information. Ideally, you would want to be able to see your data displayed in a map format, with existing customers/members/donors marked and growth areas flagged.

2 Profiling

Once your database is in a usable format, develop a strong profile of your customers/members/donors by appending the file with an outside data overlay. Get a clear picture of who you are trying to reach so that you can use words, images, and offers that appeal to them.

3 Segmenting

Segment your group into subsets according to their value to your company/association/organization. A basic segmentation might break your data down into four subsets:

A	High Dollar/ High Frequency	B	High Dollar/ Low Frequency	C	Low Dollar/ High Frequency	D	Low Dollar/ Low Frequency

4 Analyzing

Spend time studying the profiles of your different segments, looking for behavioral indicators or suggested motivational triggers. What types of events and memberships do they enjoy? When do they generally purchase/join/donate? Do they gravitate towards print, mail, phone, web, or social media?

5 Targeted Messaging

Craft marketing copy that is meaningful and appropriate to your segments, for example:

- Reward high dollar/high frequency customers and encourage them to keep up the good work.
- Offer incentives to those in the high dollar/low frequency segment in order to get them to purchase/join/donate more often.
- Reward the loyalty of a low dollar/high frequency customer by making upsell the message.
- Economize on communicating with the low dollar/low frequency segment, avoiding this profile in acquisition marketing.

Everything you do depends on your data – don't leave it to chance! These proven techniques will help you improve your ROI each time you mail. You can test different messages, rewards, and incentives with individuals segments. For advice, call on DirectMail.com's expert analytics team at www.directmail.com or 1-866-284-5816.

Our Intelligent Marketing Process℠ (I.M.P.) helps you

IDENTIFY — Use the latest technology to find your most likely prospects.

TARGET — Reach the right people at the right time with the right message.

CONTACT — Stay top-of-mind with customers via direct, email, and digital.

ACQUIRE — Gain new leads through data selection and segmentation.

ENGAGE — Utilize creative testing and offer development to captivate interest.

RETAIN — Maintain profitable and loyal customers.

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For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through Intelligent Marketer, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.