CASE STUDY:

Pre-Targeted Email

Reaching the Three Influencers

Objective: Attracting Rising Junior's and Senior's for the upcoming academic years, while reducing overall marketing expenses.

Challenge: With the rising cost of printing and postage, traditional recruiting methods are becoming less effective. Additional channels of recruitment such as higher education lead generation services are becoming less effective because of pricing and competition for each lead from national for profit schools.

Strategy: ADS Data Direct reviewed existing data & digital channels and recommended a hybrid solution. By targeting the three influencers in a student's choice for colleges we identified three data sets; The Student, Friends and Parents. We proposed a three tiered approach that would maximize their reach while reducing their costs.

Implementation: ADS identified the targeted demographic that fit the school's profile of Rising Juniors & Seniors. We recommended a pre-targeting strategy of digital display ads to generate interest amongst the Three Influencers. The digital display ads reached all three demographics across mobile devices, tablets and desktop devices. The Friends were targeted via the zip+4 of the Students/Parents address, and would be served strictly display ads. After delivering our first 15-25 impressions, to the Students and Parents, we deployed emails to the matching records.

The email campaign was designed to generate clicks from Students or Parents that showed a ***marketable interest*** in the School. Because we have matching records, each click was identified as a marketable name for direct mail.

The targeted demographic file of Students and Parents totaled 34,171 unique households; however, by targeting only Parents & Students who clicked on the emails or display ads we identified 1,804 potential names to be mailed. After suppressing names of households that requested more information from the digital display and email campaigns, were had a mailable file of 1644 records. Records with known divorced parents were sent a mail piece to each house. We reduced the prospect mailing by 95%, to a highly targeted receptive audience.

Matching Data

Multichannel marketing campaigns must now have the ability to include ad network targeting as part of its definition. Digital Display ads are treated as untouchable stand-alone consumer engagement vehicles. We have demonstrated that consumer engagement must come from a multi touch approach. As marketers we cannot assume mass display ads will support Direct to Consumer marketing or assume that Direct Mail, TV, Radio, Print and Email marketing doesn't support Display Ads. The key to using all these elements effectively is Data. Data allows us to reach the consumer online, on their mobile devices and tablets, in their inboxes and at their mailboxes at a super targeted level. By having matching cookies, email and postal names tied back to demographic data we can take large demographic pools and identify consumers who have a Marketable Interest in your client's products or services. Results have shown consistent increases in response rates for Direct Mail and Email campaigns when combined with Digital Display Ads, by 20-36%. Millennials respond to Direct Mail better once they have been engaged by online by ad impressions. Both Gen X/Y and Baby Boomers traditionally respond stronger to Direct Mail; but when combined with matching display, results jump, thus costs per leads are reaching all-time lows. This study demonstrates the effectiveness of Data driven results that utilizes matching Email, Direct Mail, and Digital Display Ads, as the future of Direct to Consumer Marketing.

Unique HH	34171							

Digital Display

		Impressions per	Total	Clicks	Click Thru Rate	Requests	Display Costs	CPC
Students	34579	25	864,475	59	0.0068%	14	$ 1,512.83	$ 25.64
Parents	49761	15	746,415	42	0.0056%	11	$ 933.02	$ 22.21
Friends	50000	25	1,250,000	53	0.0042%	6	$ 2,187.50	$ 41.27
Totals	84340		2,860,890	154	0.0054%	31	$ 4,633.35	$ 30.09

Email

		Click %	Clicks	Email Cost		CPC	Requests
Students	34579	1.80%	624	$2,593.43	$	4.16	52
Parents	49761	2.06%	1026	$3,732.08	$	3.64	54
Totals	84340	1.96%	1650	$6,325.50	$	3.83	106

Postal

		Mailed Pieces	Requests	Data Cost			Data Cost		
Students	584	584	32	$ 438.00	$	13.69	$ 438.00	$	13.69
Parents	1050	1050	63	$ 787.50	$	12.50	$ 787.50	$	12.50
Friends	10	10	8	$ 7.50	$	0.94	$ 7.50	$	0.94
Totals	1644	1644	103	$1,233.00	$	11.97	$ 1,233.00	$	11.97

						Total Cost	
Total Impressions		2,946,874		Students		$	4,544.26
Cost per 1000 Impressions	$	3.72		Parents		$	5,452.59
				Friends		$	2,195.00
Total Request for more information		257				$	10,958.85
Cost per Request	$	42.64					

Results: Through a combined marketing effort, the digital multichannel approach utilizing Pre-Targeted display ads to generate brand awareness for the email campaign, we were able to generate a cost per thousand impressions under $4. The display campaign generated click thru rates at a combined .0054% that is nearly 5 times the national average for clicks on display; the CPC was $30.09. Those impressions helped to nearly double the click through rate for the email campaign, with a CPC of $3.83. The combined clicks generated were 1,804, after suppressing households that requested more information; that left us with a universe of households that had a marketable interest in the school of 1644. We reduced the prospect mailing by 95%, thus reducing postage & mailing costs, while delivering 103 requests for more information. The total number of leads delivered were 257.

Conclusion: Through the use of a Digital Multichannel approach to new student acquisition. The School was able to generate online leads that identified a data set of Students/Parents who had a marketable interest in the School. A traditional method would have required the list rental, printing and mailing of 34,171 direct mail pieces, with a budget of nearly double what the Digital Multichannel approach provided. The Pre-targeting generated Student, Parents and Friends awareness to make the email and direct mail more effective and delivered an overall cost per request of under $43. By reaching Students and their influencers across multiple channels, we were able to deliver a highly interested, highly motivated and ultimately better qualified lead than traditional on and offline methods.

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