

July 8, 2009

Analysis of CrossTech “Opening Day 2009” Direct Mailer Brochure with Personalized URLs (PURLs)

On April 10, 2009, CrossTech Communications mailed a self-promo piece titled “Opening Day 2009” to coincide with the start of the baseball season in Chicago. The mailing was designed to raise awareness of the benefits of adding personalized URLs (PURLs) to direct mail.

Basic Details

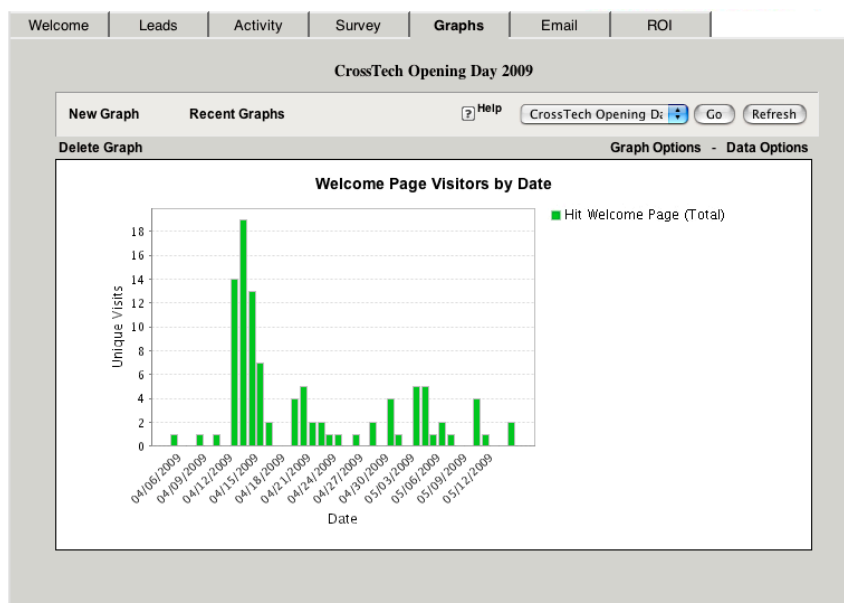
The brochure was written, designed, printed and mailed by CrossTech. The brochure measured 8.25” x 5.5” folded and contained 16 pages.

Prior to printing the covers, the PURLs were generated, the mailing list processed through the National Change of Address database (NCOA) and then presorted for mailing sequence. The front cover, inside front cover, inside back cover and back cover were printed digitally and contained variable information, mailing data and barcode and PURL information. The covers were then UV coated with a high-gloss UV coating and saddle-stitched with a 12 page body that was printed offset on CrossTech’s 74 Karat Waterless Offset press.

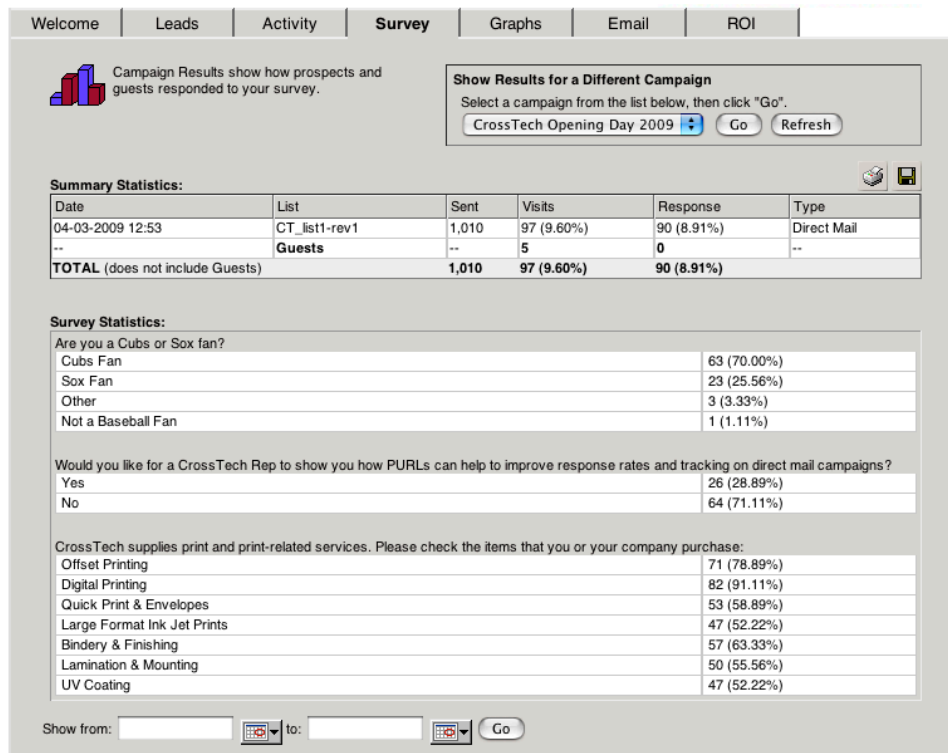
Upon completion of printing and binding, the mailers were wafer sealed and dropped in the mail on Friday, April 10, 2009.

Responses

The “seed” recipients at CrossTech received their mailers on Monday, April 13, 2009 and the regular recipients also began responding on this date.



From the chart above, it's clear that the majority of responses were received within the few days from April 13, 2009 to April 16, 2009, although responses continue to arrive as of the date of this paper.



From the graphic above, it shows that 97 unique recipients have followed their PURL and of those 90 have completed the survey and the results of those questions are shown in the graphic.

Recipient List & Response Rate Information

The original list of recipients contained 1,010 names and addresses, of which 11 were seed names from CrossTech. From this list, PURLs were generated. Once the PURLs were created, the list was NCOA processed and presorted. During this process, a total of 30 recipients were eliminated due to duplication or incomplete addressing information. Therefore, only 969 mailers were actually mailed. Approximately 70 of those mailers were returned by the USPS as undeliverable.

Taking into account the above information, approximately 900 mailers arrived at their final destination. With a completed survey total of 90, this would indicate a response rate of 10%.

Based on typical direct mail response rates of 2% to 3%, we believe that the use of personalization and PURLs increased our responses by over 200% to 300%.

Return on Investment

There is definitely some cost associated with adding PURLs to direct mail pieces. Certainly, these costs can be minimized by creating landing pages that are very basic. It is important to remember that the graphics on the landing pages need to complement the graphics on the direct mail piece. This increases the effectiveness and help drive responses.

To help understand the cost of adding PURLs vs. cost per lead generated, consider the following examples based on the 10% PURL response rate CrossTech achieved with its campaign:

Example #1 – Mailing 1,000 Cards

Mailers	Print Cost*	Response Rate	Leads	Cost Per Lead
1,000	\$1,125	2.5%	25	\$45.00
Mailers	Print & PURL Cost*	Response Rate	Leads	Cost Per Lead
1,000	\$1,521	10%	100	\$15.21


Example #2 – Mailing 5,000 Cards

Mailers	Print Cost*	Response Rate	Leads	Cost Per Lead
5,000	\$2,591	2.5%	65	\$39.86
Mailers	Print & PURL Cost*	Response Rate	Leads	Cost Per Lead
5,000	\$3,207	10%	500	\$6.41

It is also important to remember that recipients need to be given a “reason” for following their PURLs. It’s not enough to wait for them to ask for additional information, there needs to be a premium attached for their efforts. In the case of CrossTech’s mailer, each recipient is entered for a chance to win a pair of tickets to see the Chicago Cubs play the Chicago White Sox at Wrigley Field.

Others might give away a valuable report with information the recipient might find useful, or an iTunes gift card or some other small token of appreciation for the recipient taking the time to follow their PURL.

Welcome	Leads	Activity	Survey	Graphs	Email	ROI
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Complete the fields below and click "Calculate" to estimate ROI for this campaign.

Cost of Campaign:

Total Visitors:

Total Completed Surveys:

Closed Opportunities:

Total Revenue Generated:

Show Results for a Different Campaign

Select a campaign from the list below, then click "Go".

ROI Results	
Cost per Visitor:	\$82.45
Cost per Completed Survey:	\$93.44
Cost per Closed Opportunity:	--
Gross Profit:	-\$8,410.00

- Values entered for "Cost of Campaign", "Closed Opportunities", and "Total Revenue Generated" will be saved.
- In order to support what-if analysis, "Total Visitors" and "Total Completed Surveys" are editable fields. The values in these two fields will revert to current real-time data each time the ROI Calculator page is visited. Click "Reset" to refresh these numbers within the current session.

The graphic above, shows the return on investment that CrossTech has seen with this campaign. The total of \$8,410 includes all elements of design, production, PURLs and mailing for this mailer. As you can see, the cost per completed survey is currently \$93.

Follow Up

As a follow up, CrossTech mailed an additional card to those who had not responded. This gave the non-responders a "last chance" to enter the contest. This follow up card added a bit to the cost but generated an additional 25 completed surveys.

Conclusion

CrossTech believes that the campaign has been a success. Of the 90 completed surveys, 26 asked to be contacted further about using PURLs on their direct mail. CrossTech continues to follow up the leads generated by this. The response rate was higher than for typical direct mail and the information generated by recipients following their PURL has given real-time feedback to CrossTech and allowed its sales force to pursue the leads quickly. Recent information suggests that quick follow up (within a few minutes of a response) dramatically increases the odds of converting each lead into a client.