



A First Look from **MindFireInc®** at

The Response Rates of Personalized Cross-Media Marketing Campaigns

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Note:

This past August, **MindFireInc®** learned that it had been named as the 20th fastest growing software companies in the United States for the second consecutive year. The entire MindFireInc team is proud of this honor from Inc 500, and wishes to extend its thanks and gratitude to its solution partners and their clients who have contributed to this remarkable achievement.

**About Dr. Brow:**

Marnie Brow holds a research Ph.D. in Psychology and Social Behavior from the University of California, Irvine, a B.S. in Business Administration, and has over a decade of experience with business and municipal management. While she specializes in logic modeling for program rationale and funds justification, Dr. Brow offers a broad range of research-and-analysis services designed to fit a client's goals and budget. Please contact Dr. Brow at mbrow@alumni.uci.edu.

About MindFireInc®:

MindFireInc® is the worldwide leader of marketing intelligence software and services that enable the creation and deployment of targeted, trackable cross media campaigns. More than 550 companies and 3,200 users worldwide depend on MindFireInc to manage thousands of marketing campaigns.

MindFireInc's next generation technology, MarketFire, automates the creation and management of highly-effective direct marketing campaigns utilizing customized Microsites, Personalized URLs, response-tracking, event-triggered notifications, Email, SMS communication, and more.

With offices in California and Asia-Pacific, MindFireInc is a privately held company led by a seasoned management team with proven industry success. MindFireInc is proud to be named by Inc. 500 as the 6th & 20th fastest growing software company in the United States, for two consecutive years in 2008 and 2009.

For more information, please visit www.mindfireinc.com or contact: Ramin Zamani, Director of Marketing at rzamani@mindfireinc.com, Tel: (949) 474 - 4418 x271.

 **Executive Summary**

Millions of messages are received every year from direct mail, email, mobile text, and other media, and the demand for attention is staggering. Customers—both potential and current—have become very fast at perceiving whether these messages are meaningful or relevant to them. Marketers therefore need to use the tools and methods that quickly indicate relevant content in their messages, in order to capture those customers' interest...and their business.

In the last few years, customized, personalized marketing campaigns have been posting strong results compared with traditional, static campaign styles. Regardless of industry or business descriptive, well-designed and well-executed personalized marketing campaigns clearly demonstrate their ability to outpace the competition. This report provides a look at some of the data and conclusions that support that claim.

First, summary content from three essential and informative reports on marketing campaign's response rates, the Direct Marketing Association (DMA), Print on Demand Initiative (PODi), and the Chief Marketing Officer (CMO) Council reports, is reviewed. Next, results from well over 650 cross-media campaigns across 27 vertical markets, randomly selected from MindFireInc®'s database of several thousand real life campaigns are analyzed to provide a solid base of actual performance data and information, such as:

- The average response rate across all industries with 10 or more campaigns was 6.5%.
- Not-for-profits realized an average personalized URL visit rate of 7.7%, and an average response rate of 4.5% over 28 campaigns.

Finally, MindFireInc's solution partner Proven Direct opens its doors for a more detailed look at two of its own recently-completed campaigns, which demonstrate to marketing executives the additional types of information that are collected — and available for later use — when customers visit their personalized landing pages. These specific pieces of information are highly valuable for marketers aiming to maximize their resources.

A First Look from MindFireInc® at The Response Rates of Personalized Cross-Media Marketing Campaigns

by Dr. Marnie Brow
for MindFireInc®

Introduction

Consumers have become quite shrewd at sorting incoming messages and information. Considering the amount of material Americans see and hear—and then process—over a year’s time, how could they not? It is estimated that the US Postal Service delivered over 850 direct marketing mail pieces last year to the typical American household.¹ Sound like overload? No, of course not. But add it to the *millions* of messages received from email, mobile text, and other media, and the demand for attention indeed becomes staggering. No wonder why an estimated 44 percent of that postal mail is never opened,² or a link is never followed. Both potential and current customers have become very fast at perceiving which messages in front of them are relevant or meaningful...and which are not. Marketers who understand and put to use the necessary tools that quickly demonstrate the relevance of their product or service are more likely to capture those potential customers’ interest. Then hopefully their business. And their loyalty.

During the last few years, customized, personalized marketing campaigns have been posting strong and meaningful results compared with traditional, static campaign styles. Regardless of industry or business descriptive, well-designed and well-executed personalized marketing campaigns clearly demonstrate the ability to outpace the competition. Sounds convincing...but given the realities that define today’s tight economy, marketers need *more than words* that claim success. A promising idea needs to translate into a proven reality.

This report provides a brief discussion of how well those promising ideas have indeed proved real. We first review pertinent summary content from three informative studies³ on direct marketers’ attitudes about personalization, their business practices, and campaign results:

- DMA (2009): *Response Rate Report. Data to Benchmark All Your Marketing Campaigns.*
- Caslon/PODi (2008): *Response Rate Report: Benchmark Information for Relevant Marketing Programs.*
- CMO Council (2008): *The Power of Personalization. The Impact + Influence of Individualized Content Delivery.*

Next, we reveal results from a random dataset from MindFireInc that contains performance information from 670 actual marketing campaigns. And finally, we conduct an initial evaluation of two newly-completed campaigns from two industry verticals, Finance and Education.



For over 90 years, the Direct Marketing Association (DMA) has supported the needs of its member organizations with a variety of resources. One of those resources is their research on the current status of marketing trends. In December 2008, the DMA emailed a survey to its members asking for an annual update of their practices and general experiences with direct marketing. To encourage participation and provide token compensation for their time, the DMA offered each respondent a free copy of its *Web Analytics Report*. A total of 1,175 responses were received over two email request waves, providing sufficient input for the DMA to answer the research department's most popular question over the last three decades:

“What’s the typical response rate for a direct marketing campaign in my industry, and what media vehicle(s) will yield the best response?”

The resulting *DMA 2009 Response Rate Report* offered managers an up-to-date look at the bottom line in direct marketing—who is doing what, and is it working? Here are a few highlights from that report. The marketing goal for nearly two-thirds of respondents was order generation. The other respondents' goal was lead generation.

- The vehicle that achieved the highest response rate for generating orders was outbound telephone calls (over 4% when using a house list). Conversely, this method also was the most expensive to conduct.
- Catalogs (3.95% house list; 1.85% prospect list) and Direct Mail (3.65% house list; 1.65% prospect list) performed similarly.
- Response rates from email, excluding “prospect” data to avoid statistical clutter: 14.92% for Open, 9.36% for Click-through and 5.26% for Conversion.

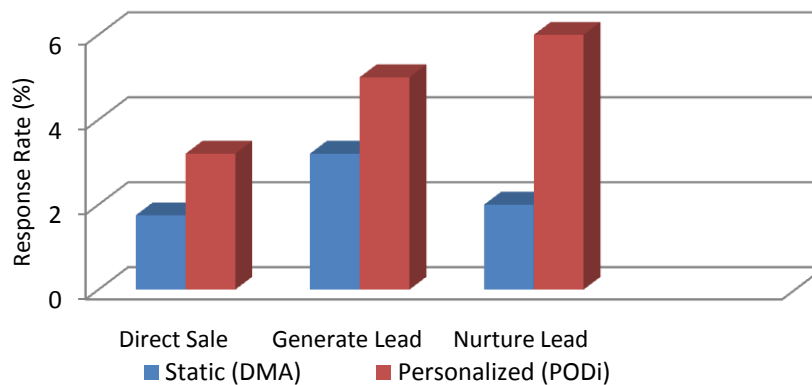
It is important to note that the DMA report combined both static and personalized campaigns. Their response rates, then, represent some point between the actual performance of static campaigns and that of customized campaigns. When comparing these numbers to those obtained from the MindFireInc dataset of actual personalized campaigns (later in this report), bear in mind that the response rate percentages for “purely” static campaigns most probably are **lower** than the numbers above.



Complementing services and information offered by the Direct Marketing Association is the Print on Demand Initiative (PODi; Digital Printing Initiative), a global organization managed by W. Caslon and Company. Like DMA, one of PODi’s primary goals is to support the growth and success of its members (expressly, the print industry and related businesses) through activities such as the establishment of best practices. Another example is helping members explore and understand the potential payoff of specific methodologies such as personalization in marketing communications.

In 2008, PODi invited businesses to submit their stories and experiences with personalized marketing. Because PODi sought to highlight best practices, a few outstanding campaigns representing popular campaign objectives were chosen to exhibit the success that truly can be achieved with a well-planned and well-executed personalized marketing program. In December 2008, Caslon released PODi’s *Response Rate Report: Benchmark Information for Relevant Marketing Programs*, which not only discussed those outstanding campaigns, but also compared them to the DMA’s 2008 response rate report (prior year’s version of the one mentioned previously). Here is a look at that comparison:

Figure 1. Average Response Rates by Campaign Objective



Adapted from Caslon/PODi, 2008

Caslon also calculated a method by which companies could estimate their *own* response rates from a personalized campaign, an interesting and thoughtful exercise. As stated by Caslon, the report is intended to help marketers set relatively realistic expectations for the response rates that personalization can provide. It also adds the useful component of helping businesses envision *possibilities*...what they themselves can achieve when they develop and implement dynamic, multi-channel marketing solutions.

Let's review. The DMA and PODi reports build an important referential base. DMA helps companies compare their marketing practices and procedures relative to average practices and emerging styles. PODi complements DMA's work with the discussion of some successful personalized marketing campaigns, then offers consideration for a method whereby businesses might estimate their own best-case scenario returns. Businesses, regardless of their aim to attract another business or an end-user, and whether their offering is a product, service, or hybrid, need background information and ideas like these in order to plan their ideal balance of investment and return.

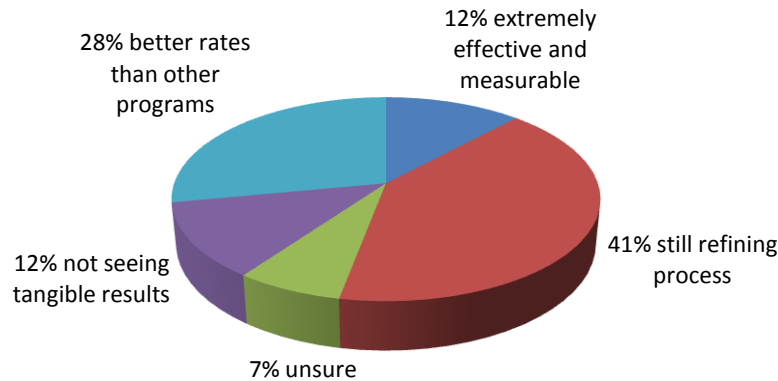
The CMO Council Report  CMO COUNCIL

Established in 2001, the Chief Marketing Officer (CMO) Council reflects the global nature of today's business world and technology's ability to bypass geographic limitations. Comprised of thousands of senior corporate marketing leaders and top decision-makers from nearly 100 countries, the CMO Council exists to exchange knowledge and high-level ideas—intellectual capital—for mutual benefit, and the benefit of marketers world-wide.

In 2008, MindFireInc and a select number of other industry leaders partnered with the CMO Council to commission a study analyzing the effects of personalized communication on marketing campaigns' response rates, as well as capturing the beliefs of where companies currently stand relative to database infrastructure and management. Over 700 senior executives from a broad range of industries around the world took part in this effort, resulting in an impactful and informative discussion of *both* the power that personalized communications can, and do, have on marketing efforts, *and* the concerns that executives must address in order to realize the full potential of these powerful systems.

Consider this: Nearly one-half of executives reported their companies have, **at most, fair** knowledge of their customers. Certainly we all recognize instances when a full grasp of the clients' needs or preferences is not essential for a successful campaign. But we also know that regardless of the size of the business, today's marketers need every tool and every opportunity to leverage information to achieve their greatest success with campaigns. And executives are reporting that success. When asked,

"How would you rate the overall effectiveness and ROI of your personalized communication efforts?" here were their answers:

Figure 2. Effectiveness of Communication Efforts

Adapted from CMO Council, 2008

Looking at the pie chart, we see that 40 percent of the executives participating in the study had experienced, *at a minimum*, better response rates with their personalized campaigns than their other programs. If this percentage perhaps does not sound as expected, bear in mind that the only other response to which this truly can be compared at this time is the 12 percent who reported they had not seen any tangible impact. Obviously, additional comparisons need to be made when the 41 percent of companies still in the development and implementation process have completed campaigns to report.

Regardless of whether programs were completed or in-process, the executives left no doubt as to the direction they *intended* to take: actively managing their marketing efforts through cross-media personalization, with the goal of leveraging information toward greater ROI and customer retention (loyalty). And they are backing those stated intentions with funding. Just over one-quarter of companies had a then-current budget of 15 percent or more of marketing funds for personalized communication. Over their next budget cycle, nearly *twice* that number of companies expected to allocate 15 percent or more to personalized campaigns. Yet...

Caslon very succinctly stated in the PODi report the concern that currently is paramount for marketing executives as they distribute their advertising dollars: "Most marketers know instinctively that personalization can increase response rates for direct mail. But there are very few concrete examples available that can tell a marketer how big the increase will be." This same concern is echoed in the CMO report: "Marketers appear fearful and intimidated by the investments required for personalized communications as there has been limited testing across all areas." They are wary of the investments required because they want more evidence. In short, everyone is saying:

*We are confident that personalization works, but give us more **proof**.*

The MindFireInc Database

Excepting these studies from DMA, PODi, and the CMO Council, a somewhat rigorous search of both academic and industry literature indicates a clear lack of research that addresses the question at hand. As top developer and provider of customized marketing software and services, MindFireInc, then, is in a key position to make a significant contribution to the body of knowledge with information from its own database of personalized campaign results. To that end, MindFireInc provided access to its database of thousands of campaigns for an unbiased analysis of actual campaign results.

The database was sorted according to certain criteria (e.g., sufficient number of recipients in a campaign; no internal MindFireInc campaigns), including a 2009 timeframe to capture the most up-to-date information. From the still-thousands of campaigns that met these parameters, a random selection netted a sample size of 670 campaigns. Unless noted, statistics reflect the analysis of data from each campaign. In other words, 670 individual campaigns, not 27 industry means (averages), are used to calculate grand means (overall averages). This removes inaccuracies that can occur when using rounded numbers from such a large dataset.

Herein are some of the results from the analyses performed, which reflect standard testing of datasets prior to completing more complex and involved operations. Results for those other analyses are planned for inclusion in later reports.

First, it was noted that visit and response data did not fit the assumptions of a normal distribution; namely, they were positively skewed. This means that there was a heavier load of numbers to the lower end of the range of data than to the upper end. A first reaction to this statement may be, "Well, then most campaigns didn't perform that well." That reaction would not be correct. What the statement tells us is that, while a sufficient number of campaigns performed exceptionally well, the majority of campaigns performed within a lower range. This lower range, however, still appears to run higher than the average static campaign.

Unfortunately, direct comparisons with data from the DMA and PODi reports would not be meaningful, as DMA statistics are a blend of static and personalized campaigns and PODi emphasized top performers. The data are not equivalent.

For the next three results, please review the tables on the following pages.

1. A 5% trimmed mean (excluding the highest and lowest 2.5%) resulted in a 3.5% visit rate and 2.0% response rate.
2. Results for a 95% confidence interval:

Visit %		Response %	
<u>Low</u>	<u>High</u>	<u>Low</u>	<u>High</u>
4.4	5.8	2.7	3.9

- Proper interpretation: Results for 95% of campaigns will fall within these ranges.
 - *Not:* My campaign will achieve these results 95% of the time.
3. Industries that had conducted ten or more campaigns show higher averages than the entire database: a 6.5% visit rate and 4.6% response rate. This statement reflects association and is not meant to imply a cause and effect relationship.

Table 1. Rate Averages Across All Industries and Campaigns
(N = 27 industries and 670 campaigns)

Industry	Number of Campaigns	Visit Rate Percentage	Response Rate Percentage
Advertising, PR and Marketing Services	22	5.61%	3.42%
Apparel and Accessories	2	13.30%	0.18%
Art, Media and Entertainment	7	4.32%	2.74%
Automotive	136	1.54%	1.12%
Construction	4	1.04%	0.38%
Consumer Electronics	2	3.59%	2.40%
Education	92	3.24%	2.01%
Financial Services	60	4.28%	3.15%
Food and Beverage	1	1.51%	1.49%
Furniture and Appliances	1	3.65%	2.23%
Government	5	11.97%	8.40%
Health Care	22	3.93%	2.10%
Hotels and Travel	3	3.37%	0.36%
Insurance	13	13.88%	10.70%
IT, Software and Hardware	16	4.25%	2.12%
Legal Services	2	2.67%	2.40%
Management and Consulting Services	6	5.75%	4.19%
Manufacturing	13	13.20%	11.85%
Not for profit	28	7.69%	4.52%
Other Trades and Services	98	7.18%	4.18%
Pharmaceuticals	15	4.78%	4.13%
Printing and Publishing	84	6.57%	3.55%
Real Estate	4	4.54%	2.18%
Retail Trade	27	8.48%	6.74%
Transportation and Warehousing	4	4.16%	1.87%
Utilities	2	16.84%	13.74%
Wholesale Trade	1	0.66%	0.66%
	Total 670	Grand Avg. 5.10%	Grand Avg. 3.28%

Table 2. Top Five Industries by Visit Rate
(ten or more campaigns completed)

Industry	Campaigns	Visit Rate %
Insurance	13	13.88%
Manufacturing	13	13.20%
Retail Trade	27	8.48%
Not for profit	28	7.69%
Other Trades and Services	98	7.18%
Grand Average		10.09%

Grand averages for Tables 2 and 3 are calculated from industry averages.

Recipients: all the people to whom the marketing campaign material is sent.

Visit Rate: the number of recipients who *visited their personalized URL* webpage compared to the total number of recipients.

Response Rate: the number of visitors who *performed the desired action* (e.g., submitted information) on their webpage compared to the total number of recipients.

Table 3. Top Five Industries by Response Rate
(ten or more campaigns completed)

Industry	Campaigns	Response Rate %
Manufacturing	13	11.85%
Insurance	13	10.70%
Retail Trade	27	6.74%
Not for profit	28	4.52%
Other Trades and Services	98	4.18%
Grand Average		7.60%

Campaigns by Proven Direct



We now consider results from two recently-completed campaigns conducted by MindFireInc solution partner Proven Direct. Proven Direct (www.provendirect.com) is a full-service marketing services provider located in Milwaukee, WI. Under the enterprising leadership of founder and president Mike Limbach, and with decades of hands-on experience in the industry, Proven Direct employs cutting-edge technology, equipment and platforms to create personalized multi-media campaigns designed to fit each client’s specific marketing needs and goals. Both campaigns are considered to have been **highly successful and a solid return on investment**, though not every indicator appeared to reflect that conclusion. This fact allows us to reflect on the *many* inputs, throughputs, and outputs considered during cost-benefit analyses.



Headquartered in Madison and reporting assets of over \$5 billion and mortgage loans of over \$3 billion, Anchor Bank is Wisconsin’s largest thrift and a leading lender in residential real estate. Anchor Bank wished to target first-time homebuyers in specific demographics, becoming a familiar name to these prospective customers to increase the likelihood that they would choose Anchor Bank when they were ready to purchase a home. Anchor Bank also wanted to generate strong, active leads for their residential loan officers for regular follow-up, answering questions and providing information in order to keep Anchor Bank actively in prospects’ minds.

Anchor Bank had made a recent attempt with generic materials. Managers were disappointed by the low level of response, so they partnered with Proven Direct, who developed and implemented a cross-media campaign consisting of direct mail pieces that used a recipient’s first name on both sides of an oversized postcard, a personalized URL leading recipients to landing pages, and one of two monetary incentives. The first incentive (A) offered recipients the chance to win one of three \$500 Visa gift cards if they participated in a brief online survey accessed on the personal website. The second incentive (B) offered the same gift card chance, plus an offer for up to \$250 off of closing costs when the recipient took out a new Anchor Bank loan. Generic versions of each incentive were mailed at random to 10% of the recipients, plus a generic advertisement with Offer A was placed with an outside source, in order to better determine whether any increase in traffic was related to personalization (i.e., control groups).



The personalized campaign materials outperformed both the prior and current generic campaign materials. Managers report the campaign easily provided an impressive return on Anchor Bank’s investment, especially given the still-flat economic indicators in the housing market. It appears (closings pending) that a few loans were generated, and sufficient interest

in a mortgage seminar prompted Anchor Bank to conduct one that very weekend. Proven Direct managers report the next campaign already is in development.

- ✓ The campaign achieved a visit rate of close to half a percent, and 80% of those who visited their landing pages completed the survey. While the visit rate may seem too low at first glance, the fact is, considering the high-dollar value of mortgage transactions, according to Anchor Bank’s executives, the results were great.
- ✓ Visit rate for personalized Incentive A was **2.5 times** greater than the generic Incentive A or B.
- ✓ Visit rate for personalized Incentive B was **3 times** greater than the generic Incentive A or B.
- ✓ Over 17% of visitors indicated they were actively looking for a home/condo and intended to purchase within the next six months.
- ✓ 16% requested further information on Anchor Bank mortgages.
- ✓ Nearly 5% of visitors indicated they wanted to fill out an online mortgage application.
- ✓ 7% of visitors sent Anchor Bank information to someone else (using “send to a friend”).

Site Activity:
Page
Hit Flash Intro
Hit Welcome Page
Welcome Page : (Default)
Welcome Page : 08015 Gift Card Only - OFFER A Generic
Welcome Page : 08015 Card & Closing Offer - OFFER B Generic
Welcome Page : 08015 Gift Card Only - OFFER A Outside Ad
Welcome Page : 08015 Gift Card Only - OFFER A
Welcome Page : 08015 Card & Closing Offer - OFFER B
Hit Survey Page
Completed Survey
Hit Update Profile Page
Hit Thank You Page
Thank You Page : (Default)
Thank You Page : Loan Officer Contact
Thank You Page : Loan Officer Contact Offer B
Thank You Page : Loan Officer Contact Generic
Thank You Page : Loan Officer Contact Generic Offer B
Thank You Page : Online Mortgage Application
Thank You Page : Online Mortgage Application Offer B
Thank You Page : Online Mortgage Info pg/Mortgage Home pg
Thank You Page : Online Mortgage Info pg/Mortgage pg Offer B
Thank You Page : Mortgage Quick Guide
Thank You Page : Mortgage Quick Guide Offer B
Thank You Page : Mortgage Calculator
Thank You Page : Mortgage Calculator Offer B
Thank You Page : Not Interested article
Thank You Page : Not Interested article Offer B
Thank You Page : Default Offer B

Survey Statistics:

Which best describes where you are at with purchasing a home/condo? [interest]

Actively looking – plan to purchase in the next 3-6 months (maybe sooner). [looking]

Browsing – want to purchase sometime in the next 6-12 months (maybe a little longer). [browsing]

Not sure – can I afford or even get a home loan? [unsure]

Not interested – do not plan on buying a home. [uninterested]

What is most-likely your next step? [nextsteps]

I want to fill out an online mortgage application. [onlineapp]

I'd like more information about AnchorBank mortgages. [moreinfo]

I want to be contacted by a loan officer. [contactme]

I'm interested in attending a homebuying seminar. [seminarab]

AnchorBank offers several tools that can help you determine what you can afford. Please select one of the fo

Learn more about mortgages with our quick guide. [quickguide]

Check out what your payments would be with our mortgage calculator. [calculator]

Learn about AnchorBank's mortgage programs. [programs]

Attend a first-time homebuyer seminar. [seminarc]

Now from: to: Go

Cardinal Stritch University



Cardinal Stritch University (Stritch) is the second-largest independent university in the state of Wisconsin. Consisting of two regional campuses (Milwaukee, WI and Eden Prairie, MN) and a number of smaller satellite locations, Stritch offers both undergraduate and graduate degrees in traditional programs and programs developed to serve the needs of working adults. Its focus for this campaign was to increase interest in their programs that benefit the careers of educators and administrators in Wisconsin. More specifically, Stritch’s campaign goals were (1) to increase its visibility and capture the interest of qualified educators and administrators; and (2) generate leads for specific graduate-level and licensure programs.

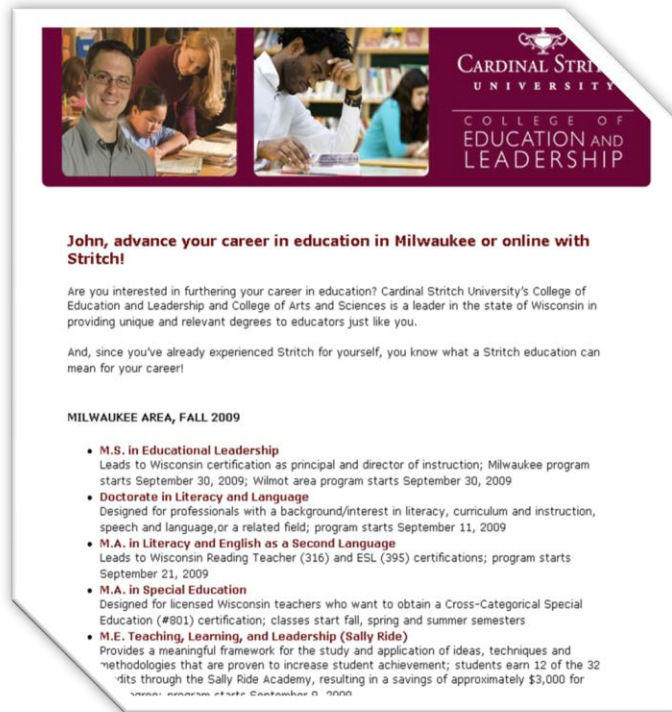
Proven Direct mailed a personalized oversized postcard to Stritch’s target audience, with program and other content tied to geographic location and other information, such as whether the recipient was a Stritch undergrad alumnus. In addition to the recipient’s name and personalized website, the postcard included gender-specific photography (i.e., the pictures on the card matched the gender of the recipient, as illustrated in these postcards), aimed to increase a recipient’s sense of affiliation or relationship with the university and its offerings.



Recipients who provided an email address and completed a brief survey were entered in a drawing for computer.

Some results and information from this campaign are offered on the next page.

- ✓ The overall visit rate for personalized messages was 0.67%, more than double compared to non-personalized control group which was just 0.28%.
- ✓ 62% of website visitors completed the online survey (lead generation).
- ✓ 21% of those survey respondents stated they were not aware of any Stritch degree programs in their area prior to receiving the postcard (increase visibility).



- ✓ Interest in the educational leadership program was location-specific.

Survey Statistics:

Please verify the location and Stritch degree program that you are interested in pursuing: [location degree]
JANESVILLE: M.A. in Reading/Language Arts [Jans MA Reading/Language]
JANESVILLE: M.S. in Educational Leadership (Spring 2010) [Jans MS EdLead 2010]
MADISON: M.S. in Educational Leadership (Spring 2010) [Madison MS EdLead 2010]
MILWAUKEE: M.S. in Educational Leadership [Milw MS EdLeader]
MILWAUKEE: M.A. in Literacy and English as a Second Language [Milw MA Literacy English Second Lang]
MILWAUKEE: M.E. Teaching, Learning, and Leadership (Sally Ride) [Milw ME Teach, Learn, Leader (Sally Ride)]
MILWAUKEE: M.A. in Special Education [Milw MA Special Ed]
MILWAUKEE: M.A. in History [Milwa MA History]
MILWAUKEE: Doctorate in Literacy and Language [Milw Doctorate Literacy & Language]
SHEBOYGAN: M.S. in Educational Leadership [Sheb MS Ed Leadership]
WAUSAU: M.S. in Educational Leadership [Wausau MS Ed Leadership]
WILMOT: M.S. in Educational Leadership [Wilmot MS Ed Leaders]
ONLINE: M.E. Teaching, Learning and Leadership [Online ME Teach, Learning & Leader]
ONLINE: M.E. Instructional Technology [Online ME Instr Techn]
ONLINE: M.A. in Special Education [Online MA Special Ed]

- ✓ Respondents also were very clear regarding program preferences. For example: 25% endorsed Stritch's online instructional technology program.

As with Anchor Bank, Cardinal Stritch marketers accomplished their stated goals and are continuing to realize a multitude of benefits that resulted in a very positive return on their investment.

Looking Back...Moving Forward

Applying sound practices and methodologies to studies, researchers who find results that are repeated across different times and situations are able to make statements with greater certainty. This report has added to the foundation from varying sources and materials that lend support to the conclusion that personalized cross-media campaigns outperform static communications and provide a solid return on investment.

First, we reviewed very useful content from three recent response rate reports. The reports provided valuable input and complementary information for this report, and readers here are encouraged to read those reports in their entirety (see Endnote 3). In short:

- The DMA study offered data on the performance of static and personalized campaigns (combined), sorted by industry, campaign objective, and media vehicle;
- The Caslon/PODi report compared DMA report data to a few exemplary personalized campaigns and developed a method for marketers to combine this information to estimate their own expected performance; and
- The CMO Council study provided excellent data and commentary from top executives world-wide.

Then we took into consideration a randomly-selected dataset of hundreds of personalized campaigns, from within a database of thousands; statistical analysis provided support for the conclusion. And finally, Proven Direct afforded us a more comprehensive view of how actual campaigns are developed and implemented success, plus illustrated a few of many types of information that marketers can gather from their own personalized campaign.

So, what's next? Marketers can expect further reinforcement of this report's conclusion, plus different types of analyses to address questions such as whether significant differences exist between the performance of one method of personalization and another – for example, whether significant differences exist between campaigns with postcards versus email. Be assured, however, that we are committed to keeping you informed.

¹ Retrieved October 1, 2009 from <http://www.donotmail.org/article.php?list=type&type=3>

² Ibid

³ Actual content from other reports referenced herein were obtained from publicly-available documentary summaries and organization websites. For detailed information contained in the reports themselves, copies are available from their respective organizations' websites.

CMO Council: www.cmocouncil.org

DMA: www.the-dma.org

PODi: www.podi.org