

# CASE STUDY

## DROP CHRONIC NON-RESPONDERS TO OPTIMIZE MAILING

### The Situation

One of our Fortune 100 clients asked us if we could help them identify and suppress names that fit their custom definition of chronic non-responders as part of our merge-purge process. This client wanted to step down their volume in a controlled way over a 12-month mailing campaign and needed reports developed and analyses run in order to do so without eliminating good prospects at the same time.

### The Solution

MMI Direct researched past mailings and response patterns for both house and acquisition files, and using this information, created files and a matrix that allowed each subsequent mailing to be run against data files that identified when a non-responder became "chronic" and should be removed.

### The Results

The client was able to decrease their volume without sacrificing overall performance. The identification and removal of chronic non-responders in phases meant that the natural decline encountered when repeatedly mailing the same pool of names was largely offset and thus income numbers improved.

### About MMI Direct

We've been a direct marketing, data management company since 1972. We are proud to work with a wide range of clients including some of America's largest corporations, small businesses and nonprofits. We live and breathe data from the processing perspective as well as the fulfillment and hygiene perspectives.

We utilize the best software and computers to do our work, but they are merely the tools of our expert data processing professionals who know just what to look for and just what to ask about your campaign goals (even ones you didn't know you needed to answer) to deliver the best ROI for your campaigns.

Discover how we can help you increase your ROI. Start by dropping us a line at [mmidirect.com](http://mmidirect.com) or call us at 410-561-1500.

### Our Services

#### DATA PROCESSING

- Merge Purge
- Data Hygiene
- Analytics
- Congressional Append
- Demographic Append
- Phone & Email Append

#### LIST FULFILLMENT

- ListAssist
- List Hygiene
- Phone & Email Enhancement
- Demographic Enhancement
- Eblast Services