CASE STUDY

MP OPTIMIZATION COST EFFECTIVELY GROWS DONOR FILE AND INCREASES ACQUISITION REVENUE

The Situation

A nonprofit organization needed a cost effective way to grow their donor file and increase their acquisition revenue.

The Solution

Merge Purge Optimization was used to identify 90,000 netfile records that were predicted to perform poorly. Those names were replaced with 50,000 of the highest scoring names available on the coop database.

The Results

Replacing the lowest scoring netfile names with higher scoring prospect names resulted in more donors and incremental campaign revenue. The revenue increased by $11,000 (net after optimization and replacement costs), the overall response rate increased by 19 percent and the gross dollars per piece mailed increased by 21 percent.

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 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