CASE STUDY

MERGE PURGE OPTIMIZATION CUTS ACQUISITION COSTS

The Situation

A nonprofit organization needed to reduce their acquisition costs without sacrificing the number of new donors acquired or revenue generated.

The Solution

A Merge/Purge Optimization Analysis showed that records that scored in the bottom three segments of the model performed at 64 percent below average on response rate and 76 percent below average on gross dollar per piece mailed.

Based on this analysis, the mailer opted to drop the 49,000 records that scored in the bottom three segments of the model.

The Results

By eliminating these poorly scored records, the client was able to reduce their acquisition costs, boosting their net revenue by $26,000 (including the optimization cost). While there was a slight decrease in the number of new donors acquired (3 percent), the overall response rate increased by 12 percent and their campaign Return on Investment increased by 16 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