How Data-driven Creative Powers Better Direct Marketing Results.

January 28, 2021



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The pace of change

Content relevance

Heightened expectations

Challenges

At home consumer

Segmentation needs

Challenges

Content relevance

Measurement confusion

Heightened expectations

Fewer resources

At home consumer

Expense vs investment

Segmentation needs

Merchant driven marketing

How do we solve for all that?

Traditional methods fall short.









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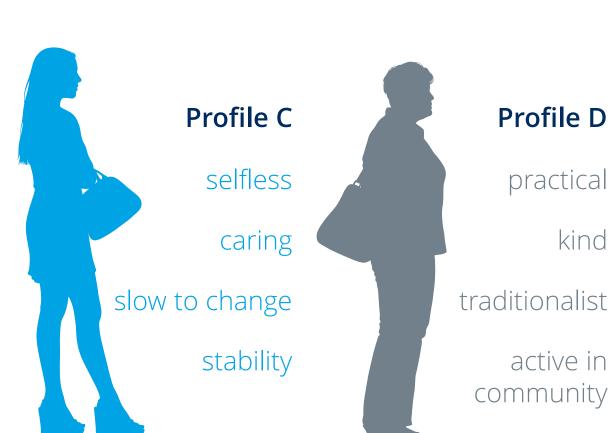




Use data to develop behavioral profiles.







Re-imagine creative using data-based profiles.









Here's how it works...

The steps we took

Detailed data analysis

Micro segmenting

Look-alike surveys

Created & mailed two test packages

Data-driven Results

Self-mailer response increased to 47.1%





3 Key takeaways

Test multiple variables

Align creative

Measure



