

Case Study

DATE: AUGUST 2008

PROJECT: CABLE TV / SEGMENTATION ANALYSIS

Top Responders Identified

The Challenge

Target marketing was not a new concept to a regional cable TV marketer. They routinely relied on response tracking to measure the effectiveness of their direct-mail initiatives, and compared the results of different acquisition and upgrade offers depending on the level or service each target currently received. Those results helped steer their marketing strategy, which greatly increased their response rates and improved their ROI. But was there a simple way of analyzing that response data to determine whether there were common characteristics of those who responded to one offer or another? What did those responders “look” like ... and could that information be leveraged to improve results on subsequent marketing initiatives?

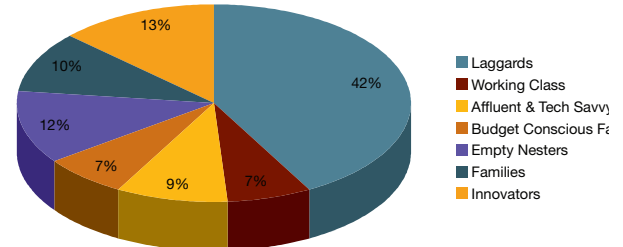
The MainTrax Solution

MainTrax appended 100,000 records contained in a mail list of an acquisition/upgrade direct-mail initiative, breaking down the list into seven Cohorts demographic groups and 30 mini-segments. Upon completion of the initiative, MainTrax broke down the responders into the same 30 mini-segments and analyzed which Cohorts groups responded disproportionately better.

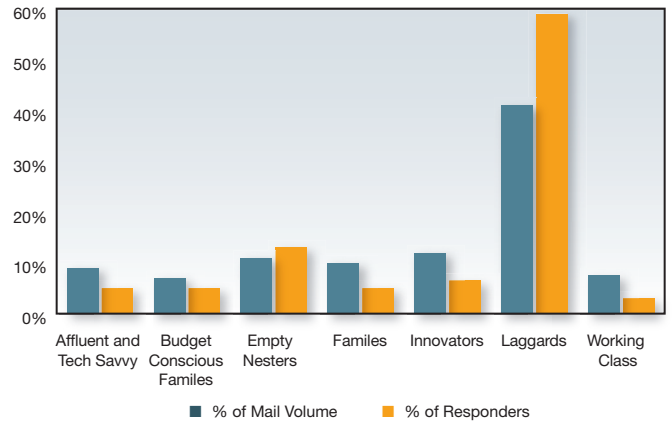
The Results

Several Cohorts segments emerged — often skewing older in age and lower in income — as response leaders. With this knowledge, the cable marketer began to tailor their messages accordingly.

Mail Volume for All Cohorts Groups



Cohorts Groups — Percent Responding to Percent Mailed



Target	Offer	Response Rate	Segments Responding Disproportionately Better	Segments Responding Disproportionately Worse
Former customers	Digital phone	1.4%	Modest income grandparents, affluent empty nesters and mature couples	Modest income grandparents, mature couples and affluent couples with kids
Digital cable customers with high speed internet	Add digital phone service for \$24.95/mo.	3.6%	Modest income grandparents, affluent empty nesters and mature couples	Working class couples, upscale middle-aged couples, teen-dominated families and young families
Customers with either digital phone or high speed internet	Add a service for a combined price of \$59.95/mo.	.9%	Modest income grandparents, mature couples and affluent couples with kids	Energetic hyperactive newlyweds, energetic young guys, working class guys and fit and stylist students

“MainTrax offers valuable insight into the effectiveness of your marketing strategy.”