

Package Insert Program Doubles Revenue within the First 12 Months

CASE STUDY



Business Need Overview

Client wanted to develop an additional revenue stream from the insert channel and looked to Infogroup Targeting Solutions (ITS) to make it possible.

By brainstorming with the client, the ITS Insert Media team realized that a significant number of very light weight packages weren't getting inserts due to weight limitation.



Solution

ITS asked all advertisers to take a full slot in the month that they inserted. This allowed our team to maintain consistency with the weight to avoid additional postage costs to our client. However, in order to avoid potentially disastrous increases, the initial commitment from mailers had to be a 1MM piece test. The ITS team gained the confidence of brokers and mailers with a CPM attractive enough for testing, yet showing enough revenue potential to guarantee the client's desire to continue the program.

RESULTS:

Both goals were accomplished effectively. With the successful launch of this new program, ITS was able to double the revenue for our client within the first 12 months. The program continues to be fruitful, generating revenue far beyond initial expectations.

About

ITS Insert Media

Our Insert Media programs and services deliver valuable opportunities for generating revenue and for acquiring customers with an integrated marketing campaign. Insert Media programs provide a vital, cost-effective component for extending your customer reach and a significant revenue stream for program owners.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

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