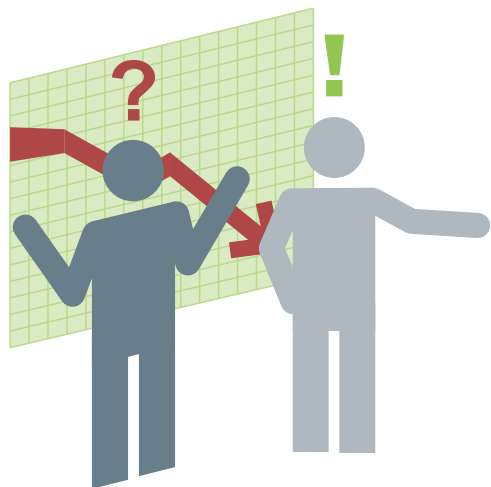


New Insert Media Client Sees 10% Increase in PIP & BI Revenue Plus \$200,000 in New Sampling Program

CASE STUDY



Business Need Overview

Cataloger felt that previous manager was not maximizing their potential insert revenue and was looking to move their package insert and catalog blow-in programs under the management of Infogroup Targeting Solutions (ITS).



Solution

ITS scheduled broker meetings in the Metro NYC area with the program owner shortly after assuming management to discuss the available catalog and insert opportunities. The ITS team then created a direct mail campaign which reinforced the change in management and placed these programs in front of key decision makers.

RESULTS:

As a result, in the first year, ITS was able to increase the client's overall revenue by 10%. The catalog blow-in program grew by 18% and we increased the number of advertisers nearly double during the first twelve months. Package insert revenue increased by 3% despite lower than estimated package counts. ITS also brought 10 new advertisers to the PIP and introduced a sampling program which generated \$200,000 in revenue.

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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