



PACIFIC
MARKETING & PUBLISHING

CASE STUDY

Major Appliance - Retail

Objective: This clients' goal was to reach out to new acquisition targets in order to acquire and grow their customer base.

Method: First, in order to understand just who their current best customers were, we profiled their immense database to learn key characteristics about them. Using this profiled "snapshot" of who these targets are, we acquired rental files that closely matched these criteria and prepared a targeted mailing with a special offer to attract them to the stores, and subsequently purchase.. We urged this client to offer a drawing for a FREE large screen television that all participants were required to bring to the store and submit – for tracking purposes.

Data

Modeling: Pacific Marketing

Creative: Client

Lists: Pacific Marketing

Results: The campaign was an astounding success. Not only did we bring in hundreds of new target customers, but converted over 319 of these directly into sales at an extremely high average transaction value. Their return on investment was an astounding 23:1.

Campaign

Analytics: Pacific Marketing; captured and analyzed all response to prove Response percentages and ROI.

CASE STUDY

National Wireless

Objective: To successfully build and execute a multi-faceted lead generation and fulfillment program that converted interested prospects into customers, while minimizing timing and cost issues.

Method: PMP was engaged to build a fulfillment program to a lead generation and conversion program that involved direct response TV, radio and assorted print media. Our job involved building and executing a data prolific management system that captures and tracks applications via direct mail and back-end processing to the recipients request for a FREE cell phone and minutes. Multi versions per state are executed daily.

The applications were sent directly back to PMP for ID tracking, scanning and uploading to a phone fulfillment center in the mid-west.

Real-time tracking of all versions per state are essential to garner media effectiveness in each state.

Creative: Pacific Marketing
Program
Design: Pacific Marketing

Results: Successful testing and tracking in several Eastern USA states promoted a rapid rollout to all 50 states.

Campaign
Analytics: Pacific Marketing