

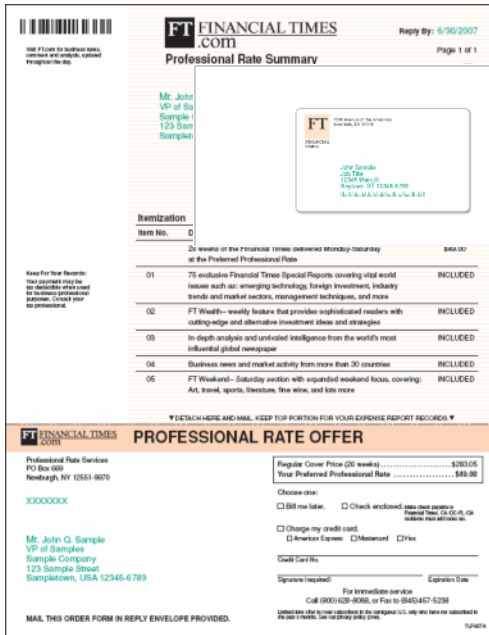
Case Study: Financial Times Direct Mail Subscriptions Test



Presented October 16, 2007 at the DMA07 conference in the session:
Direct Mail Testing: Innovations and Insights for Challenging Markets

#1: Start with the control mail package

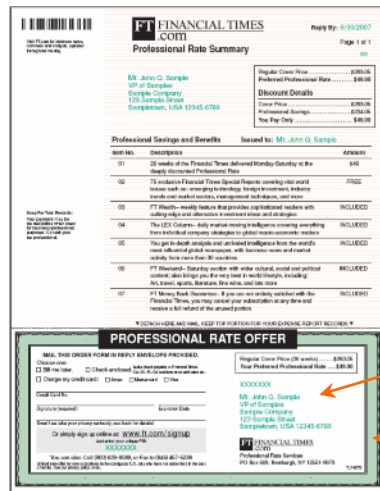
#2: Define test elements (for a creative and price test)



Test Elements	(-) Control	(+) New Idea
A Live stamp	Meter	Stamp
B Teaser on envelope (front and back)	No teaser	Add teasers (front and back)
C Picture of newspaper	No	Yes, add graphic of newspaper
D Benefits copy	Control	New benefits copy
E Reply slip layout	Control	New layout
F Reply slip creative	Control (Prof Rate Offer)	New (green Savings Certificate)
G "Reply by" date	Control	Hype deadline
H Call-to-action	Control (no URL)	Add URL
J Request e-mail address	No	Yes
K Brochure	Control (mini-newspaper)	New brochure
L Letter from Robin	No	Yes, add letter

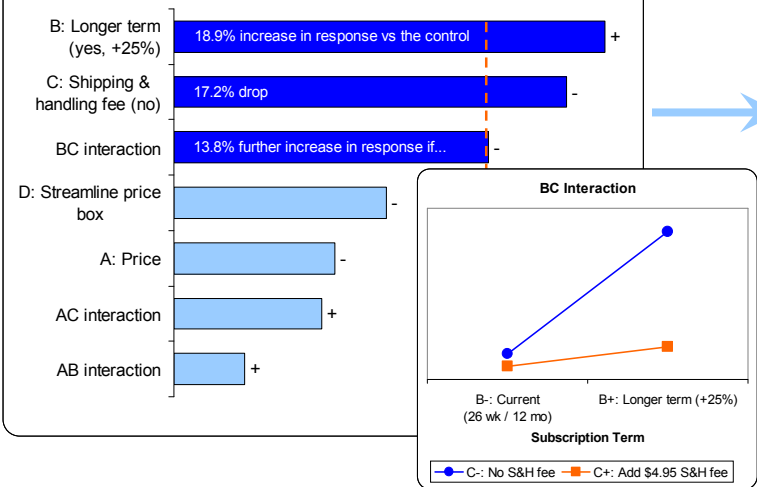
Test Elements	(-) Control	(+) New Idea
A Price	\$49 for 26 weeks	\$99 for 12 months
B Longer term (+25%)	No	Yes (32 weeks / 15 months)
C Shipping & handling fee	No	Yes, \$4.95
D Streamline price box (3 lines vs 5)	No	Yes, redesign price box and reply slip

#3: Execute the tests (15 elements in two multivariable tests)



#4: Analyze Data and Implement Results (main effects and interactions)

FT hard offer Price Test: Gross response rate optimal = 32.7% lift



Test Results

- Tested 15 creative and price elements in two multivariable tests
- Analyzed 2,064 possible combinations
- Increased net response 41%
- Reduced sample size > 2.5 million
- Quantified the impact of all 15 elements + key interactions
- If had used split-run tests...
 - Not one effect would have been significant
 - Interactions would never be seen