

CASE STUDY #3

National brand partnered with Money Mailer to evaluate lift across media channels when offline insert mail is added to mix.



Background

A 2-month pilot, targeting 2mm households, was developed to measure the lift of the company's top 14 media channels which accounts for over 90% of conversions. Channels included Facebook, SEO, SEM, GDN, Radio and others.



Analysis

Lift analysis examined changes in acquisition rates in the mailed versus non-mailed zones. (See summary on next slide)

Results

21.5%

lift in media channels within mailed zones

420

incremental conversions

99%

statistical significance confidence level

Brand Follow-on Activity

Brand is planning to expand its advertising reach and frequency for Money Mailer campaigns.

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Attribution

Lift analysis precisely measures the customers in test versus control zones.

Incremental customers can only be attributed to the Money Mailer promotion.

Statistical significance of 99% implies the difference in conversion rates is much more than chance.

It can be concluded with 99% statistical confidence that the promotion is responsible for the incremental response.