

# VDP Case Study No 1

**Sector:** Education

**Sale value:** £2000-£5000 (one sale possible per establishment per year)

**Purpose of the campaign:** Get contact details in exchange for a sample pack. This leads to a dialogue with the prospective customer over several months. Note that direct mail response rates have declined steadily over the last five years.

## Oct 2008 campaign

**Description:** Sales letter (mail merged), A5 postcard, DL reply card, envelope, sent using Mailsort

**Quantity:** 4362 letters sent

**Cost:** £2399.10

**Days analysed from first response:** 9

**Responses:** 26

(13 by mail, 4 via website, 9 other)

**Response rate:** 0.6%

**Cost per lead:** £92.27

**Cost per sale:** £276.81

*(1 lead in 3 becoming a sale)*

## ✓ Oct 2009 campaign

**Description:** A5 postcard, with personalised image, personalised URL and personalised website landing pages

**Quantity:** 3163 letters sent

**Cost:** 1454.98

**Days analysed from first response:** 9

**Responses:** 65

(50 via landing pages, 7 via website, 8 other)

**Response rate:** 2.06% (343% increase)

**Cost per lead:** £22.38

**Expected cost per sale:** £67.14

### Notes

While the personalised URL and website campaign type lends itself to giveaways in exchange for contact details, we chose to make the call to action as similar as possible to 2008. It was important to generate leads of the same quality as 2008 in order to reliably compare results (it can be assumed that the more is given away, the weaker the leads obtained are).

### Conclusion

Achieving a 3-fold increase in response, coupled with a 75% reduction in cost per lead has made the campaign a better than anticipated success. Because ROI is more immediately visible, a strategic decision has been taken to increase the frequency from two mailings per year to six with an upwardly revised sales budget.