

Catalog PIP Reaches 100% Fill Ratio within the First Two Quarters

CASE STUDY



Business Need Overview

After working with the client on two blow-in programs and successfully increasing their revenue, Infogroup Targeting Solutions (ITS) recommended the client consider relaunching their package insert program which had been taken off the market due to internal issues. They agreed and decided to put the program back on the market after a two year interruption.



Solution

The ITS team hit the streets, visiting all of the brokers and mailers that we currently do business with and creating a new prospect list to target. Due to the success and careful running of the blow-in programs, we found that our advertisers were much more receptive to testing the package insert program. Our carefully tailored and targeted recommendations were well received and pricing incentives were found not to be necessary.

RESULTS:

In the first quarter, ITS had a fill ratio of 80%. The program reached 100% for the rest of the year while maintaining the integrity of the existing blow-in programs. The following year, all three programs were sold out, exceeding all expectations from the client.

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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