

Case Study

Local Spa & Skin Care Practice

A local spa had been marketing equally to all the zip codes that touched their location zip code. It mapped out to as much as 8.5 miles from their location. As 2009 came in with a resounding recession, they wanted to cut costs but not lose market share.

SOLUTION:

We performed a geographic analysis of their database.

Found that over 90% of clients only traveled 3.8 miles.

Concluded they were wasting their money mailing to the remainder of the list.

They had e-mail addresses of roughly 33% of their clients.

They mailed a newsletter to each client every quarter, so we merged-purged their data lists, combined into 1 functional list and electronically delivered the newsletter to those with an e-mail, and reduced their mail costs by mailing only the net names.

Provided them with an accurate data model of their "ideal customer".

Provided a list of all prospect households that matched within the new 3.8 mile viable geographic boundary.