



Give them a heads up: How the telephone complements direct mail

The Challenge

A national religious charity wanted to raise funds through the mail while evangelizing and educating the public about its mission to care for the poor and homeless. The organization needed a way to ensure that its audience would see and read its mail piece. They turned to InfoCision to explore how a preemptive phone call could increase the effectiveness of the campaign.

The Solution

After the mailing was sent, InfoCision performed a split test on the audience. One segment received a pre-call to announce the mailing three to seven days before it was sent, while the other half did not. If no one answered the phone, we left a short message on the answering machine. InfoCision measured donations over a 12-week period to determine the phone call's effectiveness.

The Results

Proving once again that telemarketing can increase the effectiveness of a direct mail campaign, InfoCision increased the response rate by 28 percent for those who received the recorded message and more than 101 percent for those who spoke to a Communicator. By enhancing its marketing mix, the charity increased its return on investment.

	Letters Sent	Gifts Fulfilled	Resp. Rate	\$ per Letter Mailed	Cost	Net per Letter
Live Message	8,811	1,875	21.3%	\$6.67	\$2.32	\$4.35
Recorded Message	12,729	1,729	13.6%	\$4.57	\$1.32	\$3.25
No Message	81,781	8,645	10.6%	\$3.18	\$1.07	\$2.11