

## Case Study >

### At a Glance...

#### Client Profile

A major nationwide cellular company that mails more than 10 million pieces per year. Leverages prescreen data for their customer acquisition programs.

#### Challenge

Existing single bureau program has exhausted universe and declining response rates. Client is looking for additional sources to support response models.

#### Solution and Results

The program used Tranzact IS' multiple bureau universe of 210 million+ consumers to provide 20% lift in universe. The program achieved a 25% improvement in response rates and conversions.

### **Tranzact Information Services increases marketable universe and improves conversion rates for nationwide cellular provider**

#### Challenge

In the face of a tough marketing environment a national consumer marketing company was looking for new ideas to support their acquisition campaigns. The existing program response rates were falling and they were limited on what additional consumers they could solicit. Additionally, because of working with a single source, the data was pulled once a month and was mailed periodically.

#### Solution

Tranzact Information Services introduced a multi-bureau solution to the program. Tranzact Information Services handled all general onboarding and data processing activities for the multi-bureau program. The lift from adding a second bureau was 20% and provided better targeting capabilities.

Tranzact Information Services also allowed for better timing of the extract to the drop date for the mail. The increase universe provided more flexibility in the program execution. The marketers do not have to stretch their criteria to allow for additional mail volume.

#### Results

Using the multi-bureau data from Tranzact Information Services, the company has improved their response rate and conversions by 25%. Additionally, the marketer is able to prioritize bureaus based on program and geography. This has led to even greater control on targeting and test programs.

The programs' success is directly attributed to the many unique advantages offered by a multi-bureau solution. These include allowing for additional model and criteria testing and providing a more deeply populated and accurate prospect universe.

Tranzact Information Services is pursuing a tri-bureau solution for this customer which will provide unmatched universe and execution flexibility. The company believes the long-term success of the program will be attributed to Tranzact Information Services' data resources and processing capabilities.