



Tracking Results Means Quantifiable ROI

When contemplating 1:1 print marketing campaigns, one of the things that marketers look for right away is response rate. Whether they're reading a case study, an article or analyzing their own marketing, they want to know how many people responded. Was it a 6% response rate? A 12% response rate? A 27% response rate?

But response rates alone don't tell you much. What you really want to know about is return on investment (ROI), and in order to determine that, you need to know more than just how many people responded to a campaign. You need to know the value of the sale, the profit on that sale and the total cost of the campaign, including program development, design and database development.

That's why it's so critical to monitor and measure your results.

When a furniture retailer wanted to boost his sales, for example, he set up a program by which he could follow up with visitors who did not make a purchase so he could try to close the sale. Once visitors entered the store and were engaged by a salesperson, certain information would be gathered from them. Later, an associate logged the information of non-buying store patrons into a database. The retailer then sent a personalized follow-up brochure to each of those patrons within 72 hours. The brochure thanked them for visiting, listed the store's address and phone number, and the name and work hours of the sales associate who helped them. It also included images of the furniture the visitor liked, or of similar furniture if images of the actual furniture were not available.

The results? The brochures generated a 10% return rate from those who received them, but more importantly, because the retailer tracked his sales closely—including the average value of each sale—he was able to determine that those shoppers who received the brochure spent 40% more than those who did not.

Many marketers make the mistake of not tracking results. Or, even if they do, they track only response rates, not dollars spent. Because the retailer in our example tracked both, he could create a solid ROI calculation. He knew—in hard numbers—exactly how valuable that promotion had been to his bottom line.

In today's marketing environment, with an ever-expanding array of media outlets competing for your marketing dollars, it's critical to be able to quantify which marketing programs are creating profits and which aren't. By taking the time to track all of the relevant metrics and do the ROI calculations, you can not only feel great about your next 1:1 print campaign, but use the information to justify those marketing dollars in a powerful and convincing way.

And whatever your 1:1 marketing needs may be, Unimac Interactive has the means to help you create a successful campaign.