

## Case Study

### Company:

Magazine Yellow Pages

### Profile:

Magazine Yellow Pages is one of America's leading sources for print and online magazine subscriptions. Offering over 5,000 unique titles, Magazine Yellow Pages was the nation's first aggregator for the sale of consumer magazines.

### Challenge:

The company wanted to allocate marketing spend to programs that would enable it to:

- Improve marketing campaign response rates;
- Feed the sales funnel with new prospects;
- Bolster cross-selling and up-selling efforts;
- Increase customer loyalty.

### Solution:

An email campaign was developed using Intellidyn's I-Distinct, an integrated database marketing services platform that utilizes proven methodologies and best practices to leverage consumer demographical, attitudinal, behavioral and lifestyle data to deliver automated, personalized marketing campaigns.

### Results:

I-Distinct allowed Magazine Yellow Pages to:

- Populate the company's database with new, relevant prospects for future marketing efforts;
- Implement a truly personalized email program that resulted in a 50% increase in response rates;
- Lift close rates.

## Magazine Yellow Pages

### Leading Source for Magazine Subscriptions Boosts Response Rates by 50% with Intellidyn I-Distinct

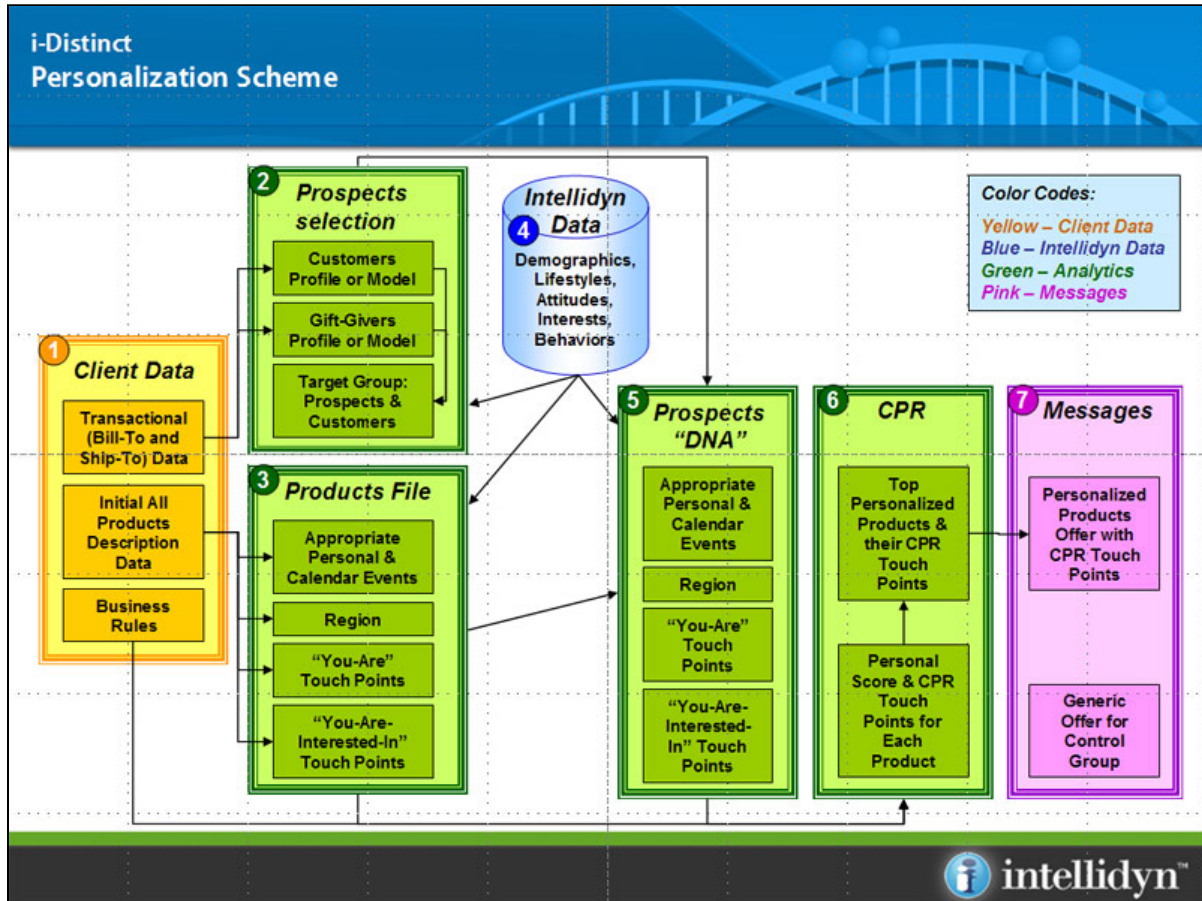
Established in 2004, Magazine Yellow Pages is one of America's leading sources for print and online magazine subscriptions. With close to 5,000 product titles, Magazine Yellow Pages continually strives to improve its marketing campaign ROI. Understanding the positive impact personalization could have on the company's marketing efforts, and realizing that implementing effective personalization campaigns required strong modeling, analytical and marketing campaign expertise, Cathy Miller Beers, Magazine Yellow Pages' CEO, reached out to Intellidyn.

Several factors led to the selection of Intellidyn. Intellidyn's extensive list and data management, customer analytics, marketing personalization, and campaign management expertise - both online and offline - meant that Intellidyn would be able to handle all aspects of the project with minimal impact on Magazine Yellow Pages' internal resources. Plus the fact that Intellidyn housed over 50 Terabytes of current consumer data spanning over 2,500 attributes meant Intellidyn would not only be able to append Magazine Yellow Pages' existing database, it could also populate their database with new modeled prospects.

### The Project:

The email campaign consisted of the following phases:

- Identify Magazine Yellow Pages desired outcome and obtain an understanding of the various product titles and the company's business rules;
- Profile existing customers;
- Produce a database of new prospects that met the model customer profile;
- Model prospects to identify key lifestyle touch points;
- Identify magazine titles' attributes;
- Create the consumer-product relationship (CPR) table, which ranked the best magazines for each prospect based on the highest relevancy;
- Generate dynamic content targeting prospects with relevant offers;
- Distribute two types of emails - one generic email to a control group, personalized emails to the target group;
- Track, monitor, measure campaign.



To be able to accurately assess the results of applying marketing personalization, Intellidyn sent a generic email to one portion of the new prospect list and a personalized email to the other targets.

Personalized messages were created by mapping the recipient's various touch points (demographic, lifestyle, attitudinal, and behavioral attributes gathered for each individual from the Intellidyn database) with the various product characteristics. In essence, the personalized emails presented recipients with titles that would be off relevance to that individual given their marketing profile. The personalized template included the top six magazines and the highest scored category for each individual. Based on these parameters, relevant text, pictures, messages, and titles were presented in each of the personalized emails.

*“Consumers today want to receive information and offers that are relevant to them. They don’t want generic messages. I-Distinct is a turnkey productized service that uses sophisticated modeling and analytics, along with extensive consumer data sources to enable us to significantly increase our response rates by executing marketing campaigns that provided prospects with relevant offers. I-Distinct allowed us to obtain a deep level of understanding of each prospect and enabled us to deliver personalized content, images, and photos that were dynamically driven according to a prospect’s areas of interest. Anytime you can increase your response rates by 50%, that’s a win.”*

**Cathy Miller Beers, CEO, Magazine Yellow Pages**

## Targeting Prospects with Relevant Offers – One by One

Many companies rely upon segmentation to try to bin like customers or prospects according to common attributes - demographics, past purchases, age, gender, interests, profession, etc. And while this allows you to send a group of similar people a common message, it does not allow you to speak directly to the attributes specific to one person. By leveraging Intellidyn's I-Distinct marketing personalization service, Magazine Yellow Pages was able to increase response rates by 50% as well as populate its database with new prospects.

The image shows two side-by-side email offer screenshots. The left one is titled 'Personalized Products Offer with CPR Touch Points' and features a pink border. It includes a 'Name' field with a personalized greeting, a list of interests (Teens, Grandparenting, Science, Travel, Military), and a grid of magazine offers with 'ORDER NOW' buttons. The right one is titled 'Generic Offer for Control Group' and features a blue border. It has a generic greeting and the same grid of magazine offers. On the far left, a vertical list of labels points to specific elements in the personalized offer: 'Name', 'Touch Points for Top-6 Magazines', 'Category for Top-1 Magazine', and 'Top-6 Magazines by CPR'. The Intellidyn logo is at the bottom right.

UTILIZING IDISTINCT -email sent contains content (copy, graphs, offers) that is unique to the individual recipient.

	<u>Prospects</u> <b>A</b>	<u>Prospects</u> <b>B</b>	<u>TOTAL i-</u> <b>D</b>	<u>Control</u> <b>A</b>	<u>Control</u> <b>B</b>	<u>TOTAL</u> <u>Cntrl</u>	<u>LIFT</u>
Messages Delivered	38,228	37,533	75,761	4,624	4,208	8,832	
Total Response	1,560	1,236	2,796	101	116	217	
Response Rate	4.08%	3.29%	3.69%	2.18%	2.76%	2.46%	50.21%
Sum of orders	63	48	121	6	4	10	
Conversion rate (orders/response)			0.1597%			0.1132%	41.06%