



## **Proven Solution Lowers Cost per Acquisition by up to 30%**

Compressing the marketing supply chain by integrating call center, direct mail, and fulfillment activities into one application allows marketing executives to track the effectiveness of campaigns in real-time. This closed feedback loop also provides users with the ability to adapt future campaigns to target prospects and demographics based upon responses. Management is also able to accelerate their decision making process via a web-based marketing dashboard. These benefits significantly reduce the cost per customer acquisition by dramatically lowering direct marketing spend. Previous Raine customers have seen their cost per acquisition fall by as much as 30%.

This solution can also improve your fulfillment programs by integrating this and other marketing activities into one application. Generate greater efficiency by managing a holistic view of marketing activities and track results – all of which contributes to a reduction in the total cost of ownership.

### **SOLUTION COMPONENTS:**

#### **Robust Call Center Application**

- Ability to search and edit customer records
- Ability to control where responses are counted and directed by 800 number
- Full history of campaigns and requests at the fingertips of Customer Service
- Ability to manage opt-in/opt-out preferences

#### **Operational/Fulfillment Application**

- Threshold management provides balance between economy of scale and timeliness
- Provides batch management with full history of requests, status, work in process
- Allows sub-contractor management, allowing business to track service level agreements
- Allows each functional group to focus on their tasks

#### **Marketing Dashboard / Campaign Analytics**

- Point-of-view, point-in-time reporting
- Complex statistical analysis is translated into readable, actionable results
- Ability to analyze demographic segments such as age, income, geography, etc.
- Real-time reports on campaign information help make fast decision making possible
- Provide ability to track key marketing metrics such as cost per response and cost per analytics in an easy to use dashboard environment

## Example of Reporting Dashboards

REPORT SUMMARY	
REPORT START DATE:	01/1/2005
REPORT END DATE:	6/9/2005
CAMPAIGN(S):	NATIONAL ROLLOUT
MEDIA:	CO-OP MAIL DENTIST OFFICE/PROVIDER, DIRECT MAIL, GENERAL, HISPANIC, NON-VERSIONED PRINT, ONLINE AD, PRINT AD/MAGAZINES
DELIVERY METHOD:	POST 629,838
	CARD:
	SELF 1,259,879
	MAILER:
	LETTER: 1,259,682
AGE GROUP:	50-59, 60-69, 70+, ALL
TARGET AUDIENCE SIZE:	164,422,402 RECORDS
COST PER RECORD:	\$0.02

RESPONSE METRICS	
TOTAL NUMBER OF RESPONSES:	477,446
AGGREGATE RESPONSE RATE:	0.29%

RESPONSES PER WEEK

RESPONSE DATA			
<b># Per Delivery Method:</b>	<b>% Per Delivery Method:</b>	<b>% Per Media Type:</b>	<b>% Per Media Type of Entire Audience:</b>
Letter : 669	Letter : 0.05 %	DIRECT MAIL : 4.88 %	DIRECT MAIL : 0.09 %
Post Card : 65	Post Card : 0.01 %	GENERAL : 9.89 %	GENERAL : 0.09 %
Self Mailer : 152,857	Self Mailer : 12.13 %	NON-VERSIONED PRINT : 0.10 %	NON-VERSIONED PRINT : 0.07 %
		ONLINE AD : 0.03 %	ONLINE AD : 0 %
		PRINT AD/MAGAZINES : 0.12 %	PRINT AD/MAGAZINES : 0.03 %
<b>Per Response Method:</b>	<b>Per Region:</b>	<b>Per Age Group:</b>	<b>Per State (top 5):</b>
Call Center : 66.45 %	Region 1 : 8.60 %	ALL : 55.88 %	California : 14.54 %
WEB : 1.93 %	Region 2 : 46.97 %	70+ : 14.43 %	New York : 12.10 %
BRC : 31.62 %	Region 3 : 43.33 %	60-69 : 17.65 %	Florida : 12.08 %
	Region N/A : 1.10 %	50-59 : 11.16 %	Illinois : 4.97 %
			Virginia : 4.30 %

CONVERSION METRICS	
NUMBER OF CONVERSIONS:	29,696
% CONVERSION RATE:	6.22%

CONVERSION DATA

% Per Delivery Method:		% Per Media Type:		% Per Media Type of Entire Response Group:	
Letter : 8.22 %	Post Card : 26.15 %	DIRECT MAIL : 1.30 %	GENERAL : 2.81 %	DIRECT MAIL : 20.95 %	GENERAL : 45.15 %
Self Mailer : 1.58 %		NON-VERSIONED PRINT : 1.29 %	PRINT : 0.04 %	NON-VERSIONED PRINT : 20.78 %	PRINT : 11.09 %
		ONLINE AD : 0.04 %	PRINT : 0.69 %	ONLINE AD : 0.62 %	PRINT : 11.09 %
		AD/MAGAZINES		AD/MAGAZINES	
<b>Per Region:</b>	<b>Per Age Group:</b>	<b>Per Plan Type:</b>	<b>Per State (top 5):</b>		
Region 1 : 8.95 %	50-59 : 8.08 %		California : 14.66 %		
Region 2 : 48.38 %	60-69 : 14.90 %		New York : 12.22 %		
Region 3 : 41.33 %	70+ : 9.06 %		Florida : 11.35 %		
Region N/A : 1.34 %	ALL : 67.97 %		Pennsylvania : 5.50 %		
			Texas : 4.97 %		

CPA METRICS	
COST PER ACQUISITION:	\$118.66

ACTUAL VS. GOAL