

RAISING RESPONSE RATES

An analysis of who has bought your product and who hasn't can cut mailing costs in half

The Filtered Database Technique is a simple tool that can cut the cost of your postal marketing in half.

What happens is that we analyse which schools have bought your product in the past. From this we can predict exactly who is likely to buy in the future – and we can cut from your mailings those schools that are very unlikely to buy.

Furthermore, we can create a database of schools that have bought from you, and then add in the additional data we hold, such as the personal email addresses of the heads of department. You can then select to email specific heads of department in schools that had not previously bought from you.

Summary of the service:

The service starts with an analysis of which schools are most likely to buy – something that is done free of charge for our Velocity clients (see www.velocity.ac for more details of this service).

After that you can simply use this awareness to ensure you just mail the schools most likely to buy, or you can ask Hamilton House to set up a database of schools you need to mail and to keep track of all your sales on this database. In this way you can avoid sending out promotions to people who have already bought your product, and separate out mailings to current clients and non-purchasers.

There is more information on the Filtered Database Technique at <http://www.datapost.org.uk/>

If you are interested in building your own email list of purchasers and then emailing them on a regular basis there are details on www.yesmail.org.uk/past.html

Free consultancy

If you'd like to talk to us about your database, including gathering new information, mailing and transmitting emails, just give us a call and we will be pleased to take a look at and give you our comments.

Simply call 01536 399 000 and ask to speak to one of the Marketing team.
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