



# Maximizing Your Database

**How USA TODAY used the  
database to improve Direct Mail**

# Today's Goals

- Share USA TODAY's learnings/process
- Share YOUR experiences
- How database marketing helped us achieve better results



# What's the big deal?



A marketing database enables you to  
(among other things) identify:

- who buys
- who sticks

... so can we find more people who will  
buy and stick.



## Pre-database: 2005

It was extremely challenging to make the direct mail channel cost effective.

- Outsourced Merge/Purge
- Outsourced Match-back
- More time to determine results
- More time to manage

Plus CPOs were high!

## Challenges ... Opportunities

- Numerous zip codes with varying demos
- Large universe w/ few changes
- Prospect Selection – list sources?
- What do I know... what don't I know?
- Pressure to achieve ROI
- Fewer resources

# Start Simple

- Profile of subscribers
  - Current
  - Former
  - Best retainers

So, what does the average USA TODAY subscriber look like?



# Best Prospects

- Rented Lists
  - publications such as Time, Newsweek, and Sports Illustrated
  - paid, recent buyers, DM source
- Select based on age, gender, best zip

# USA TODAY – Direct Mail Process



# Measure & Repeat

- Who – Prizm/List Code
- Where - DMA, Zip+4
- Which creative/offer worked best
- How order arrived (Source/Match-back)
- How long did it take? (Mail Curve)
- Determine next steps & do it all again!



# Keeping track of it all!



- List Code Banding
- Keycode Banding
- Crosstabs
- Quantity Mailed per Creative
- Response Analysis
- CPO

A screenshot of a data table with multiple columns. The first column contains list codes such as "BN\_JAN\_08\_DM\_LISTS\_AL", "BN\_JULY\_06\_DM\_KEYCODE", and "BN\_JULY\_06\_DM\_LISTS\_A". The second column contains descriptions of the lists, such as "US News Aug-Oct HL HD 100%", "US News Aug-Oct HL Targeted", and "Sports Illustrated 35+ Aug-Oct HL HD 100%". The table is displayed in a software interface with a scroll bar on the right.

List Code	Description
BN_JAN_08_DM_LISTS_AL	US News Aug-Oct HL HD 100%
BN_JULY_06_DM_KEYCODE	US News Aug-Oct HL Targeted
BN_JULY_06_DM_LISTS_A	Sports Illustrated 35+ Aug-Oct HL HD 100%
BN_JULY_07_DM_KEYCODE	Sports Illustrated 35+ Aug-Oct HL Target
BN_JULY_07_DM_LISTS_A	Sporting News Aug-Oct HL HD 100%
BN_JUNE_06_DM_KEYCODE	Sporting News Aug-Oct HL Targeted
BN_JUNE_06_DM_LISTS_A	Time 50+ Aug-Oct HL HD 100%
BN_JUNE_07_DM_KEYCODE	Time 50+ Aug-Oct HL Targeted
BN_JUNE_07_DM_LISTS_A	Newsweek 50+, Aug-Oct HL HD #2
BN_LIST_CODE_JCW	The Week Magazine 50+ Aug-Oct HL HC
BN_MARCH_06_DM_KEYCODE	New Mover Oct-Nov 50+, Married, Home
BN_MARCH_06_DM_MAILE	

A screenshot of a data table with multiple columns. The first column contains keycodes such as "BN\_SEPT\_07\_DM\_KEYCODE\_OFFERS\_AL", "BN\_SEPT\_07\_DM\_LISTS\_AL", and "BN\_SW\_FALL\_06\_DM\_KEYCODE\_OFFERS". The second column contains descriptions of the keycodes, such as "8wk for \$20 Control HD OE Rented", "8wk for \$14 SW EZ PAY Rented", and "10wk for \$20 SW EZ PAY Rented". The table is displayed in a software interface with a scroll bar on the right.

Keycode	Description
BN_SEPT_07_DM_KEYCODE_OFFERS_AL	8wk for \$20 Control HD OE Rented
BN_SEPT_07_DM_LISTS_AL	8wk for \$14 SW EZ PAY Rented
BN_SW_FALL_06_DM_KEYCODE_OFFERS	10wk for \$20 SW EZ PAY Rented
BN_SW_FALL_06_DM_MAILED_PER_LIST	8wk for \$20 Control HD OE Former
BN_SW_P11_DM_KEYCODE_OFFERS_AL	8wk for \$14 SW EZ PAY Farmer
BN_SW_P11_DM_MAILED_PER_LIST_CODE	10wk for \$20 SW EZ PAY Farmer
BN_SW_P12_DM_KEYCODE_OFFERS_AL	



# Measuring Results

- CPO by List
- CPO by Offer/Creative
- CPU

List	Mailed		8wk for \$20 (13,26,52 Renewal)		8wk for \$14 \$W Form		Total Orders	Total RR	CPO by List
	Mailed	Orders	RR	Mailed	Orders	RR			
US News, Mar/Apr HL HD 100%	9700	706	75	106%	2534	26	100%	104%	\$48.86
US News, Mar/Apr HL HD Targeted	1148	728	129	178%	3820	49	125%	160%	\$3.54
Sports Illustrated, Mar/Apr HL 45+, Targeted	4253	2989	58	134%	1264	21	166%	186%	\$27.46
Sporting News Mar/Apr HD Targeted	5155	3632	71	135%	1523	26	171%	188%	\$27.10
LSC Compiled Asheville/Greenville	5301	4126	28	0.68%	1775	20	113%	0.91%	\$47.81
LSC Compiled Savannah	6685	4647	39	0.84%	2038	16	0.73%	0.82%	\$32.63
<b>Totals</b>	<b>42242</b>	<b>29728</b>	<b>400</b>	<b>1.35%</b>	<b>13114</b>	<b>159</b>	<b>1.20%</b>	<b>1.32%</b>	
<b>CPO</b>				<b>\$37.90</b>			<b>\$42.33</b>		<b>\$38.61</b>

# TODAY...

- In-house Merge/Purge
- In-house List Tracking
- 45 versions; 3 million names mailed
- Faster response measurement
- Considerably less time to manage
- Much larger % of budget

# **Maximize your database – Maximize your ROI**



- Improve knowledge of our markets –  
at a very detailed level
- Simplified data collection & reporting
- Real-time, measurable results
- Uncover new opportunities
- Lower expenses / improved CPO



# Results

- Rented Lists: 1% - 1.2% response
- Former Subs: 2.5% - 3.5% response
- 100% Prepaid
- 60% on EZ-PAY

Pre-Database CPO: \$71  
Today's CPO: \$45

# Questions - Discussion





***Thank you!!***