

Let Me Count the Money – In So Many Ways

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Tests

- Why test?
 - All about money
 - Increasing revenue
 - Cutting costs
 - Ego
 - I know best...
 - Strategic Direction
 - The market is moving (has moved)
 - The market is expanding

Types of tests – Lists

- Lists
 - Direct response
 - Compiled
 - Controlled
- Segments
 - Region
 - Recency
 - Paid v. unpaid
 - Gender

Lists

- List brokers
- List selection
 - Segmentation
 - Universe
 - Test size
- Price of list
 - Minimums
 - Added charges

Types of tests – Packages

- Packages
 - Offer
 - Price
 - Copy
 - Format
 - Envelope

Packages

- Offer
 - Premiums
 - Information
 - merchandise
- Price
 - Charter Offer
 - Discounts
 - Term

Packages

- Copy
 - Who wrote it
 - Message (hook)
- Format
 - Size
 - Involvement device
 - Components
- Envelope
 - Delivery method

Test Structure

- Number of test panels
- Size of panels
- Grid testing

Grid Testing

Elder Living Support Systems Weekly

June 5, 2006 Campaign -- Testing Grid

	\$295	\$395	\$398	\$495	\$498	Total
Compiled- Nursing Homes	1,000	1,000	1,000	1,000	1,000	5,000
Senior Services News	1,000	1,000	1,000	1,000	1,000	5,000
AARP Health Services Magazine	1,000	1,000	1,000	1,000	1,000	5,000
Pharmaceutical Executive	1,000	1,000	1,000	1,000	1,000	5,000
Religious Affiliates Care Centers	1,000	1,000	1,000	1,000	1,000	5,000
Total	5,000	5,000	5,000	5,000	5,000	

How'd we do?

- Response Rate
 - Net
 - Gross
- Profit Ratio
 - Net
 - Gross

Cancellation Rates

- Cancel by request
- Cancel for non-payment

Renewal Rates

- Conversion Rates
- Renewal Rates
- Subsequent Renewals
- Terminology
 - Everybody's right!
- Tying renewals to first order action
 - By package
 - By list

Online Metrics

keep counting, I am just getting started ...



Online Marketing Best Practices

Remember the basics:

- Target Your Audience
- Write for Your Audience
- Don't Make Audiences Think
- Integrate
- Track & Measure Everything
- Test Creative

Plan your online marketing campaign

Steps:

- Establish sales goals
- Determine the best interactive marketing approach
- Create a campaign
- Test and track performance
- Calculate profit per sale
- Test, Improve, Test again ...

What is the purpose of my campaign?

- ✓ Transaction (direct sale)
- ✓ Lead generation (Support a sales team effort, or qualify a prospect for follow-up campaigns)
- ✓ Test interest in new products (pre product launch campaigns)
- ✓ Informational (Announcements on new acquisitions, methodology, etc.)

What is the best interactive marketing approach?

Base it on your product, offer and audience.

- Banner advertising
- Email marketing
- Mobile search marketing
- Mobile text messaging
- Natural search engine optimization
- Newsletter sponsorship
- Online events & conferences
- Online market research
- Online press release optimization & distribution
- Paid search services (pay-per-click advertising; paid inclusion)
- Podcasting
- Use of landing pages
- Video streaming (in ads or websites)
- Website design & development
- White paper distribution
- ...

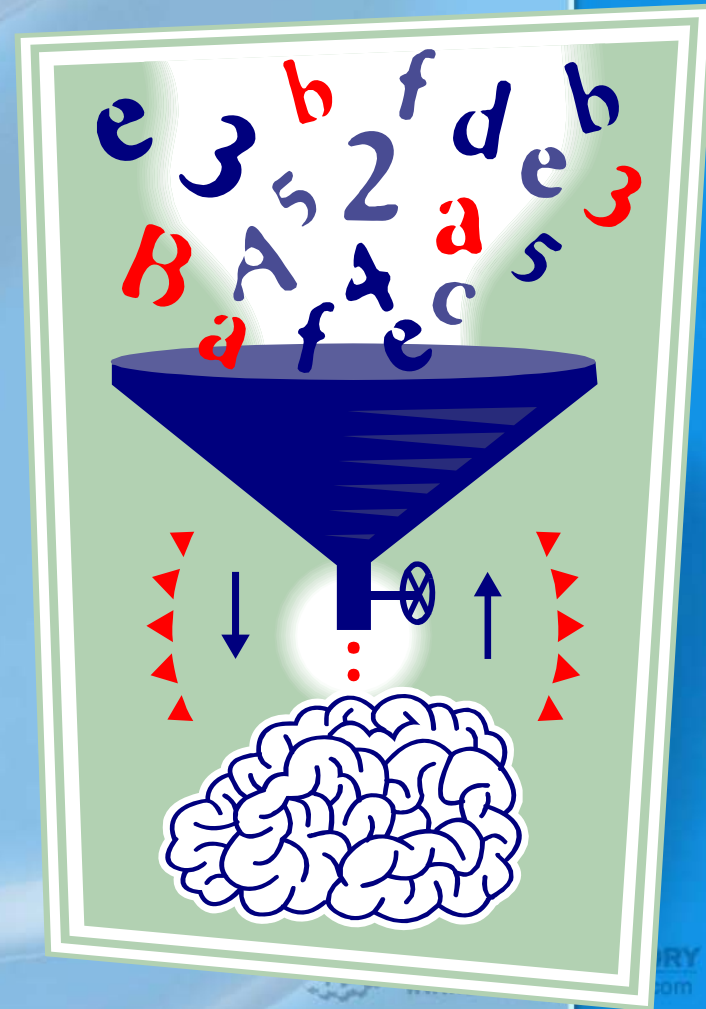
Create a Campaign

TACTICAL DRIVERS

- Create a compelling message
- Determine the best visual
- Design a clickable campaign
- Determine your call to action

EMOTIONAL DRIVERS

- Best visual for your audience
- Best visual for web, email and reg. page



Online Metrics:

- Web metrics is the measurement of what's happening on the Internet itself.
- Web analytics concerns itself with what goes on inside a particular Web site.

EMAIL METRICS:

- Delivery rate (emails sent - bounces)
- Open rate
- Click-through rate
- Click to open rate ($\frac{\# \text{ of unique clicks}}{\# \text{ of unique opens}}$)
- Bounce rate
- Unsubscribe rate
- Send-a-Friend rate
- Net subscribers ($\# \text{ subscribers} + \text{new subscribers}$) - (bounces + unsubscribes)
- Subscriber retention ($\frac{\# \text{ subscribers} - \text{bounces} - \text{unsubscribes}}{\# \text{ subscribers}}$)
- Web site actions (number of visits to a specific Web page or pages)
- Percent unique clicks on specific recurring link(s)
- Number of orders, transactions, downloads or actions of emails sent or delivered

Before you build plan your metrics:

- Physical components are the things you want someone to do on your site.

How: Calculate the number converted from visitors to customers (or prospects).

The percentage of total visitors who convert is your "conversion rate."

- Financial targets

How: Calculate absolute \$\$ conversions.

Online Metrics cont'd

- Profit per sale
- Total traffic
- Performance enhancements metrics (conversion funnel)
- Retention-(cookies, registrations, and analysis of usage of retention services such as wish lists.)
- Marketing assessment analysis



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Thanks for coming!

- Ani Luxner
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Questions?