

Case Study: American Lung Association Direct Mail Test



Presented at the DMA conference session:
Direct Mail Testing: Innovations and Insights for Challenging Markets

#1: Start with the control mail package



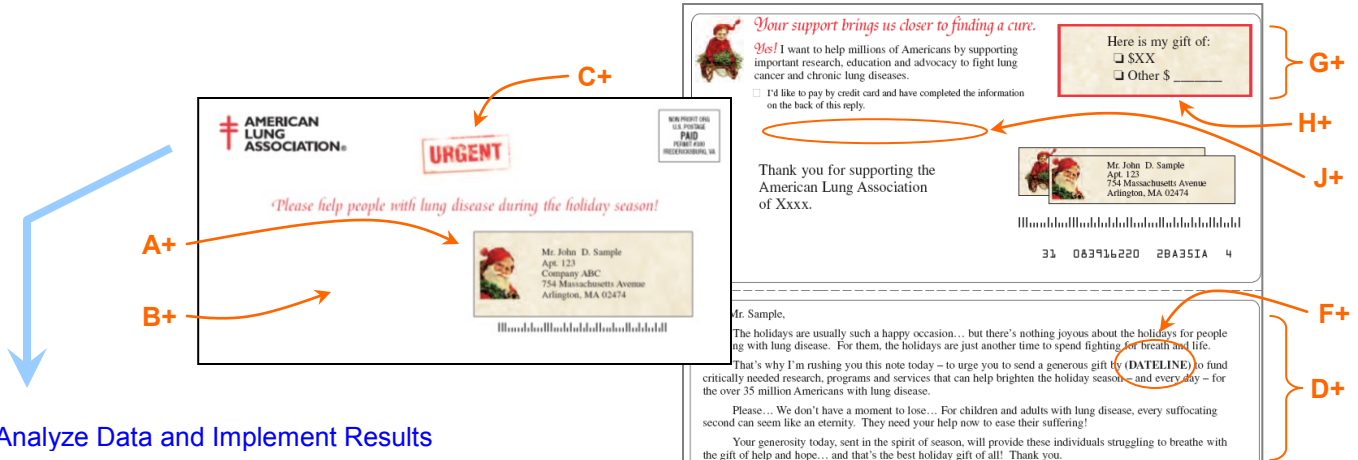
#2: Define test elements



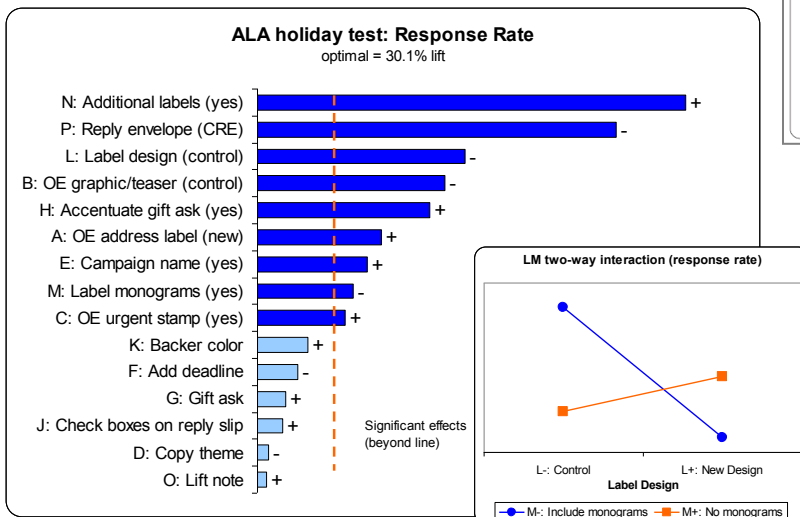
Test Elements	New Idea
A Address label / window	Mailing label on closed face
B Envelope graphic and teaser	No art, new teaser
C "Urgent" stamp on envelope	Add "Urgent" stamp
D Copy theme	Urgent copy theme
E Campaign name	Add "Holiday Drive" name
F Add deadline	"Please respond by" date
G Gift ask	One gift ask (versus more)
H Accentuate gift ask	Highlight gift ask
J Check boxes on reply slip	Move check boxes to back
K Backer color	Add 2nd color
L Label design	New label design
M Monograms on labels	No monograms
N Additional labels	Add more labels
O Lift note	Add lift note
P Reply envelope	BRE (vs CRE)

#3: Execute the test

(15 elements in one multivariable test)



#4: Analyze Data and Implement Results



Test Results

- Tested 15 creative elements in one multivariable test
- Reduced sample size > 4 million
- Quantified the impact of all 15 elements + key interactions
- Increased response > 30% with 10 significant effects
- If had used split-run tests...
 - Only 2 of 10 effects would show
 - Interactions would never be seen