

Case Study: Lillian Vernon Catalog – Contact Strategy Test



Presented May 23, 2007 at the ACCM07 conference in the session:

Circulation Testing: Techniques and Strategies for Increasing Insights and ROI

#1: Start with the control contact strategy

#2: Define specific test elements



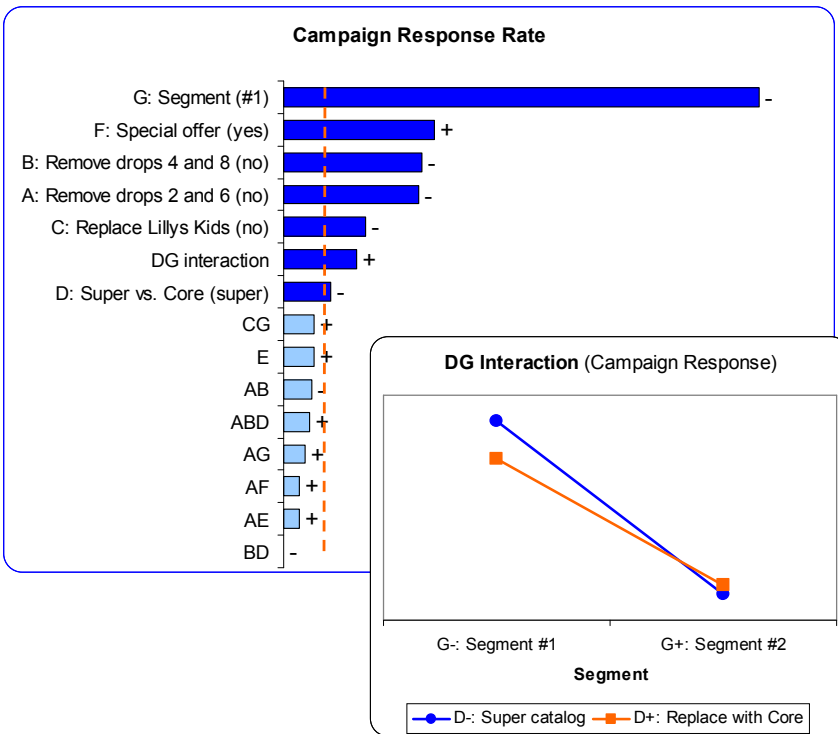
Test Elements	(-) Control	(+) New idea
Remove drops 2 and 6	No	Yes
Remove drops 4 and 8	No	Yes
Replace Lilly's Kids	No	Yes, replace with Core
Super vs. Core	Super book (2x)	Core book (no Super)
Special offer	No	Yes
Segment (block)	Segment 1	Segment 2

Mix of 3 catalogs mailed weekly throughout the Holidays

#3: Execute the test
(6 elements in one multivariable test)

Recipe	Remove drops 2 and 6	Remove drops 4 and 8	Replace Lillys Kids	Super vs. Core (empty)	Special offer	Segment (block)
1	-	-	-	-	-	-
2	-	+	-	-	+	-
3	+	-	+	-	-	+
4	+	+	+	-	+	-
5	+	-	-	+	+	-
6	+	+	-	+	-	-
7	-	-	+	+	+	-
8	-	+	+	+	-	-
9	+	-	-	-	+	+
10	+	+	-	-	+	+
11	-	-	+	-	+	+
12	-	+	+	-	-	+
13	-	-	-	+	-	+
14	-	+	-	+	+	-
15	+	-	+	+	-	+
16	+	+	+	+	+	+

#4: Analyze Data and Implement Results



- Test Results**
- Tested 6 specific elements of the contact strategy all at once
 - Reduced sample size by 87%
 - Quantified the precise impact of each element + key interactions
 - Identified alternatives for balancing response and contribution margin
 - If had used split-run tests...
 - Only 1 effect would show
 - Interactions could not be seen