OPTIMIZATION MODEL

Business Intelligence
Department

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FRAGA GRAPHIC
SOLUTIONS

What is the Optimization Model?

In one sentence: We combine our expertise with that of our clients and methodical, data-backed testing to continually evaluate and improve campaigns.

FGS takes a unique approach to marketing, pairing years of our in-house marketing expertise with our clients' knowledge of their clientele. We are committed to helping our clients succeed, and our model is built around this key proponent.

We provide reporting and analysis and multiple mail piece design iterations, allowing us to methodically identify clients' best-performing customer profile and get the most effective message before them (optimized messaging).
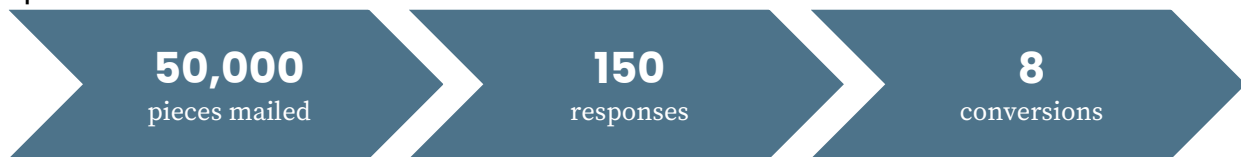
We partner with our clients to improve their key performance indicators (KPIs) and get them the best return on their investment (optimized criteria). By combining both approaches, the campaign is targeted to get the best results.

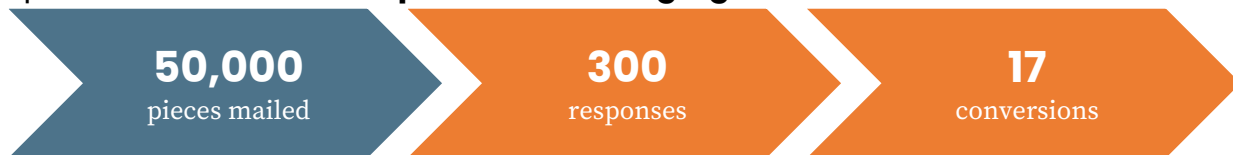# The Process of Optimization

In one sentence: Our model takes into account both the messaging (see: creative, copy, etc) and the audience (see: geography, behavior, etc.) to create a highly optimized campaign <u>informed by data</u> to improve results.

MAILING <u>50,000</u> RECORDS PER MONTH
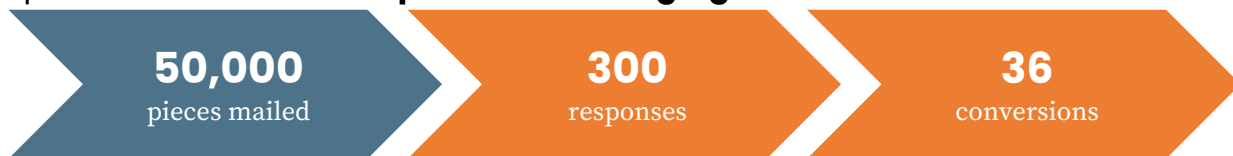
Sample Initial Performance

50,000 pieces mailed	150 responses	8 conversions

Sample Performance with **<u>Optimized Messaging</u>**

50,000 pieces mailed	300 responses	17 conversions

Sample Performance with **<u>Optimized Criteria</u>**

50,000 pieces mailed	150 responses	18 conversions

Sample Performance with **<u>Optimized Messaging and Criteria</u>**

50,000 pieces mailed	300 responses	36 conversions

[1]*Actual results may vary. Model numbers listed based on current trends and assume approximate rates of:*
   Initial - 0.3% response and 5.5% conversion
   Optimized Messaging - 0.6% response and 5.5% conversion
   Optimized Criteria - 0.3% response and 12% conversion
   Optimized Messaging and Criteria - 0.6% response and 12% conversion

Use Case #1

In one sentence: We employed in-depth micro-analysis to exploit best performing segments and nearly triple response rates.
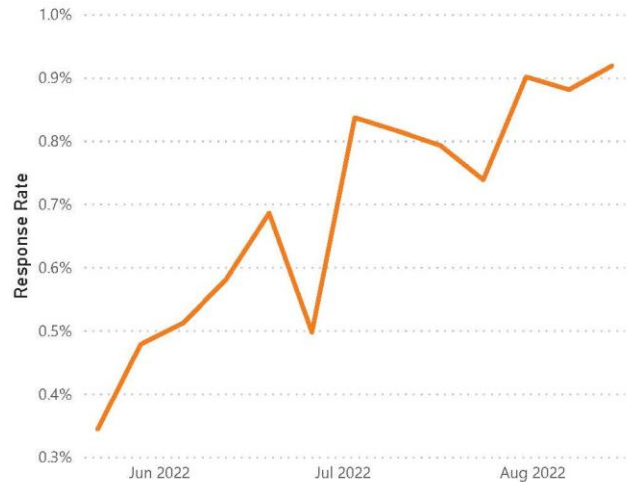

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PROBLEM
Due to market changes, response had declined to an all-time low.

ANALYSIS
Using our robust dashboard solutions and micro-segmentation we were able to identify optimal criteria for key segments across multiple contributing factors. We then adjusted audience targeting to reflect the most responsive segments.

RESULTS
By implementing this optimization model, we were able to nearly triple response over the course of 3 months in an increasingly competitive market.

Use Case #2

In one sentence: We employed our growth model for a new company to grow response and conversion KPIs using data-driven decision-making.

Mailed	Responses	Response %	Apps	App %
106,362	367	0.35%	100	0.09%

<- Pre-Optimization

Mailed	Responses	Response %	Apps	App %
77,006	322	0.42%	77	0.10%

<- Post-Optimization

Mailed	Responses	Response %	Apps	App %
115,611	677	0.59%	183	0.16%

<- Continued Optimization
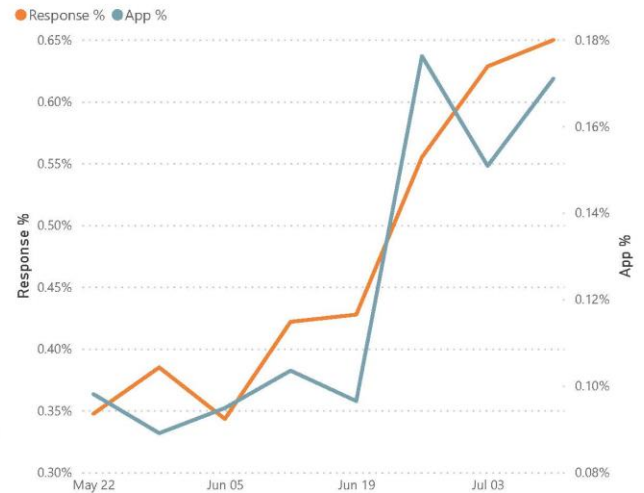
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PROBLEM

Client needed to create and launch entire marketing funnel to quickly generate leads and build pipeline in a competitive market.

IMPLEMENTATION

Leveraging our industry experience, we were able to build a full-service campaign including creative and targeting strategy. Once a baseline was established we employed our optimization model to find best responding/converting segments and optimize messaging to improve both response and conversion KPIs.

RESULTS

We were able to quickly launch an effective campaign using our expertise and build upon those results with our optimization model to successfully enter a tough market and grow over a 2-month span.