

a personal touch increases response rates for direct mail campaigns

K/P Corporation



Church Extension Plan

Financial services provider to families, individuals, churches, and church districts.

■ CHALLENGES

Existing marketing programs weren't producing sufficient results. CEP needed to refresh their approach, and their image, with more relevant content delivered via traditional offline and new online mediums – all in order to capture their prospective customers' attention and drive them to apply for the PartnersPlus program.

A new program would need to achieve goals without alienating the established client base. CEP needed to maintain its credibility through reliable and consistent messaging.

Internet adoption among clientele was perceived to be low. A new program that would rely heavily on the internet for responses risked losing those still uncomfortable with technology.

■ KEY BENEFITS

9x increase in response rate

Sales cycle dramatically shortened

Process for qualification of customers dramatically improved resulting in higher quality of inquiries

“Increasing ROI has always been the charge of our marketing team and I know they are always experimenting with better ways to meet this objective. But this program really caught my eye. It’s been a long time since we’ve seen such a marked improvement in our campaigns. I really think we’re onto something.”

Pat Clements, **President**
Church Extension Plan

your needs our purpose

■ SITUATION

Church Extension Plan (CEP) is one of K/P’s longest standing customers. Over the years, CEP has tested a number different direct mail approaches to market their loan programs. Current response rates were flat, 1.2% to 2.1%, with conversion to actual loans substantially lower.

■ K/P SOLUTION

K/P’s Perigee product allowed CEP to develop a targeted message to every individual. Data-driven content was used to create personally relevant images, photos, quotes and offers for each member of CEP’s campaign contact list. Messages were customized based on the recipient’s name, geography, their church’s name, level of qualification and first-language (English/Spanish). The quotes included relevant information and testimonials from CEP’s PartnersPlus clients, many of whom the recipients knew personally.

In response to CEP’s concern that their client base wasn’t ready for the internet, K/P suggested that three methods of call-to-action be tested: a business reply card, a toll-free number and a personalized micro-web site. Closed-loop analytics would show which response method was most effective without risking lost opportunities.

■ NET RESULTS

CEP experienced a significant 9 fold increase in responses.

CEP started receiving results the first business day after the Perigee Campaign was dropped. They had previously waited about 13 days for this activity.

There was a clear preference for responding through the web in place of the more typical call-center, saving CEP significant time, money and resources while considerably expediting the loan approval process.

The conversion from inquiry to loan pre-qualification, which used to take a month and consisted of numerous mail exchanges and phone calls, has all but been eliminated.

The quality of inquiries is much higher than previous campaign strategy—more than doubling the conversion ratio to actual sales.

“I love to see partners like CEP enjoy top-notch results from solutions like Perigee. Their success and excitement is why we research and develop new strategic marketing solutions.”

Jim Benson, **Chief Technology Officer**
K/P Corporation