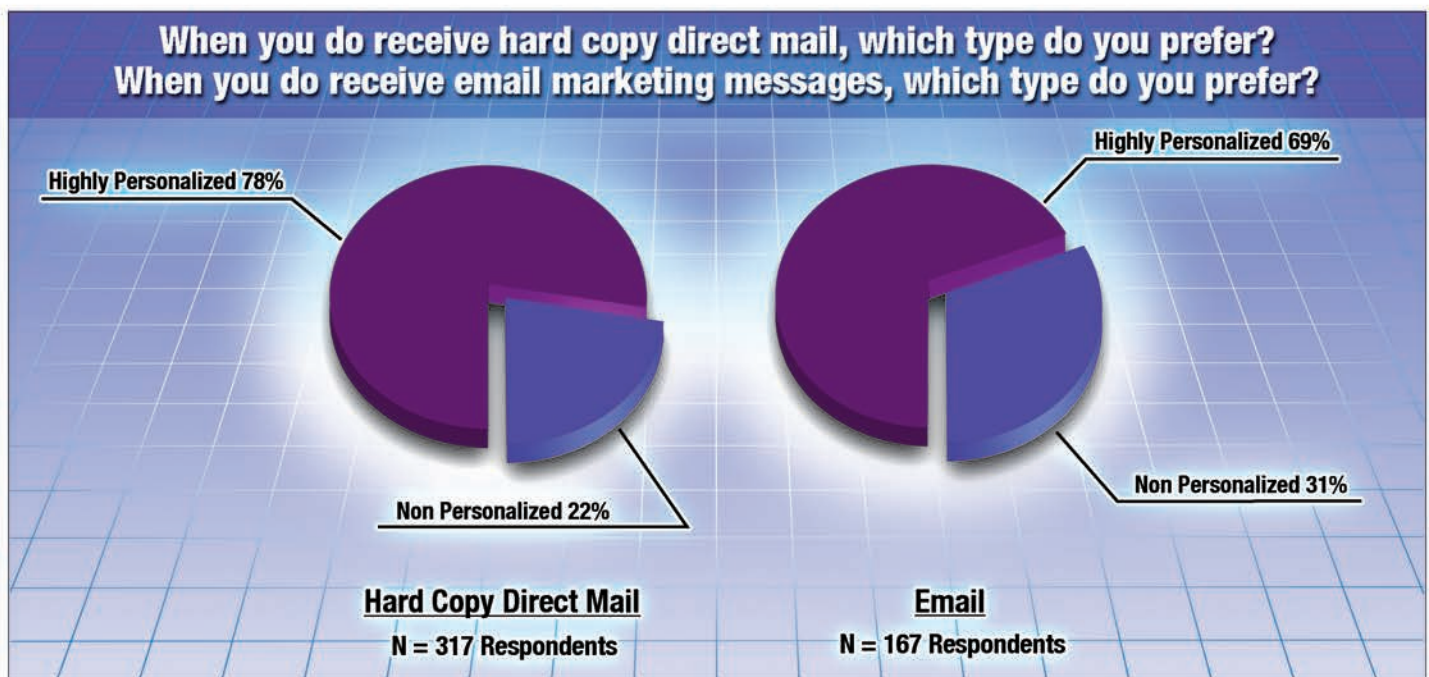


INCREASE YOUR RESPONSE RATES USING PERSONALIZED COMMUNICATIONS:

Database technologies and personalization advancements are making it possible to communicate to your customers through highly personalized one-to-one marketing campaigns. Using this technology and creating one-to-one direct mail campaigns has shown significant increases in your response rates.

What is evident is that consumers prefer a personalized communication piece over static communications.



Results of Survey on Personalization (Source: CAP Ventures, 2003)

Here is a sample of a traditional direct mail campaign and the response rates compared to a highly targeted personalized direct mail campaign:

Traditional Fixed Image Direct Mail

Production Costs: 25,000 pieces @ \$0.40 each = \$10,000
 2% Response Rate = 500
 30% Conversion Rate = 150
 Revenue Model = 150 @ \$100 Average Sale = \$15,000
 Production Cost as % of Revenue = 67%
 ROI = 50%
 Cost Per Response = \$20
 Profit = \$5,000

Highly Targeted, Personalized Direct Mail

Production Costs: 12,500 pieces @ \$0.80 each = \$10,000
 10% Response Rate = 1,250
 60% Conversion Rate = 750
 Revenue Model = 750 @ \$100 Average Sale = \$75,000
 Production Cost as % of Revenue = 13%
 ROI = 650%
 Cost Per Response = \$8
 Profit = \$65,000

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