

Virtual Mailbox Testing Capabilities

Customized, timely research into the effectiveness of new direct mail concepts and in-market mailings



Is your current method of testing concepts/direct mail helping you determine what's working and what isn't? Can you correlate message to response? Response to demographics? If not, you need to put Virtual Mailbox Testing Capabilities to work for you... this online program's extensive capacity lets you quickly and cost effectively obtain the feedback you need to succeed.

The Virtual Mailbox Testing Capabilities solution is a new quantitative online research approach that provides clients with insightful, actionable feedback to new concepts and direct mail pieces in a timeframe that meets their needs, at a price that respects their budget.

How it works

Consumers actually open a digital mailbox, remove the contents, and take actions based on their real-time responses to the mail received. The test evaluates both pre-launch concepts/offers, as well as competitive clutter mail.

Our innovative research meets each client's unique needs

We customize each virtual mailbox test to meet the specific marketing objectives of each client's individual campaign (acquisition, activation, brand impression etc.). Virtual Mailbox can provide relevant, critical research at whatever point in the development cycle input is needed. We can test (a) rough concepts to solicit feedback on potential new products/services, (b) new concepts in a competitive simulation context to estimate and forecast in-market results, and (c) rough- or near-finished direct mail pieces to help tweak the layouts prior to launch to optimize response. In addition, post-launch monitoring helps determine the in-market performance of a direct mail piece.

We provide critical feedback that helps improve concepts and response.

Our Creative MailPi (mail performance indicator) Model is a composite summary metric that provides an overall evaluation of the creative potential of each communication, taking into account both emotional and cognitive dimensions. The individual diagnostic ratings then allow you to "peel back the onion" and thoroughly understand the strengths and weaknesses of each specific visual and verbal element of the concept/direct mail piece. Virtual Mailbox can also pinpoint how individual concepts/mail pieces may be resonating among specific demographics (age, sex, etc.).

Extensive highlighting/verbatim analysis identifies specific strengths and weaknesses of each individual execution including likes/dislikes, areas of confusion, etc. Virtual Mailbox supports the testing of multiple creative executions (e.g., in order to put heaviest focus on most effective executions, thereby setting up optimal ROI scenario).

Timely results with more value for every market research dollar.

We understand that results are only valuable if they are received in time to be acted upon; after the initial test, therefore, our Virtual Mailbox results are typically available within 10 days. To keep your costs low, we take advantage of volume pricing discounts that allow us to offer a lower price point than our competitors.



Virtual Mailbox Methodology



Method:

- Seven direct mail pieces shown to each respondent (1 test piece; 1 competitive piece; 5 non-competitive clutter pieces that are kept constant)
- Top competitive mail pieces rotated
- Client direct mail piece paired with 1 of X competitive pieces
- Monadic design with 400 viewing each test mail piece
- Augments added as needed

Data collected:

- Prescreens based on category
- Mailbox simulation
- Envelope open rate vs. competitive offers
- Rationale for reading or not reading the offer when received
- Estimated take rate for each offer vs. competitive offers
- Likes/dislikes of each offer
- Features/benefits that drive the most interest
- Barriers to response

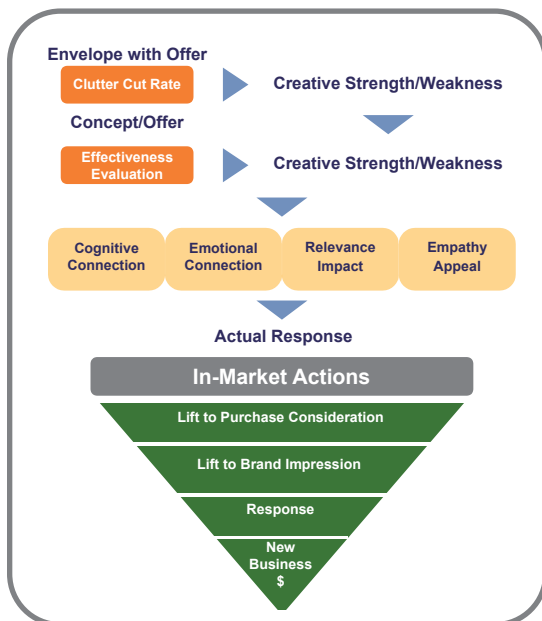
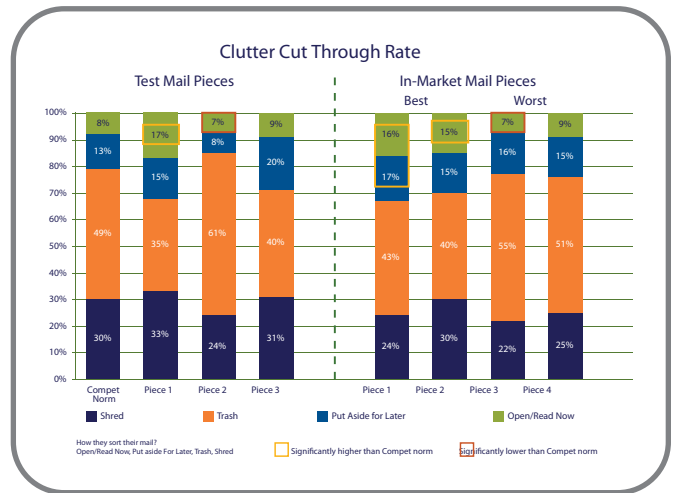
The MailPi Model:

- A key overall measure developed for Virtual Mailbox is a composite metric called MailPi (Mail Performance Indicator). This metric takes into account all the creative levers that impact response rate for a direct mail piece, and weights each in its correct proportion to come up with a number that indicates performance on a topline overall level. The MailPi model and norm are adjusted by category.

Optional Feature

Virtual Mailbox can append relevant data sources to each respondent's survey. It then uses statistical analyses to develop a predictive algorithm that profiles consumers based on their decisions to accept or reject the offer. Phoenix clients can then score their consumer databases and target only the individuals with the highest potential to purchase.

Sample Output



Accelerated performance through research

Through our syndicated and custom research services, Phoenix Marketing International assists clients in turning insights into tactical go-to-market solutions.

Phoenix Marketing International is one of the fastest growing marketing services firms in the United States and partner to many of the largest companies in the financial services, consumer package goods, automotive, and travel and leisure industries worldwide. Phoenix also offers advanced advertising and brand measurement along with direct marketing expertise. Phoenix has offices throughout the US.

Phoenix offers a unique combination of industry expertise, methods and consulting services, combining primary and syndicated marketing research expertise with database analytics and modeling proficiency. Applying this information assists clients in improving the profit dynamics of their business.

For more information, please contact
Thomas Cook at
 727-394-1800
 or email
tom.cook@phoenixmi.com

