

Stronger Names, Stronger Campaigns: How to Improve Mailing Efficiency Through Net File Optimization

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Direct mail marketing waste is an obstacle that marketers and fundraisers in all industries face. According to the 2017 Data & Marketing Association Statistical Fact Book, the average response rate for prospect list mailings is only 2.9%. While many marketers assume that marketing waste is an inevitable reality, we at Wiland disagree. There is a unique opportunity for mailers to prevent waste and improve the efficiency of their campaigns by leveraging the combined power of data and sophisticated predictive analytics.

Finding the right prospects to mail is only half the picture when it comes to prospect list mailing. It is equally important to pinpoint the under-performing names and identify the prospects that will predictably bring down a mailing's success. Ensuring a net file is made up of only the best possible prospects with the highest likelihood of responding to a given offer or appeal allows marketers to not just eliminate marketing waste, but generate higher campaign performance, long-term value, and ROI.

This is where Wiland's Marketing Budget Optimization™ steps in. Combining our vast consumer spending data and sophisticated predictive analytics, we help mailers predictively optimize their net files before they mail using a proven four-step process:

- 1) Score & Segment Net File
 - All prospect net files contain names spanning a wide spectrum of likely performance. Optimizing a mailer's net file means illuminating its top-performing and its weakest names, giving mailers a clear view of the likely responsiveness and long-term value of every name in their file.
- 2) Suppress Poorly Performing Names
 - Wiland works with mailers to identify which prospect segments to retain and which to omit before a mailing deploys, empowering mailers to eliminate the prospects likely to reduce campaign profitability and ROI.
- 3) Replace with Better Prospect Names
 - Mailers have the opportunity to replace suppressed names with better-scoring Wiland prospect names or additional high-scoring housefile names, enhancing mailings to produce measurably better results.
- 4) Mail Optimized File for Improved Results
 - Newly optimized prospect mail files produce improved response rates, higher campaign ROI, and better long-term value.

The improved mailing efficiencies driven by Marketing Budget Optimization give mailers options. Mailers are empowered to achieve predetermined mail quantities, but using better names with higher long-term value. They can also choose to reduce their mailing size and apply savings to their bottom line or to fund marketing in other channels, such as digital display advertising. This flexibility is key in achieving sustained performance and success in marketing efforts.



Marketing waste is preventable, and optimizing your net file before you mail can generate massive savings for your brand and drive superior mailing results. Mailers who have discovered the impact of Marketing Budget Optimization now won't mail without it. For more information about Wiland and our Marketing Budget Optimization solution, contact us at 303.485.8686 or info@wiland.com.

About Wiland

Wiland is a leading provider of intelligence-driven marketing solutions, including high-response marketing audiences, marketing optimization, and business intelligence, serving thousands of brands and organizations in multiple industries. Leveraging the vast transaction-level data of the Wiland Cooperative Database, the company's response prediction technology delivers products and solutions that fuel client success in all marketing channels.