

2010 RESPONSE RATE REPORT

DATA TO
BENCHMARK
ALL YOUR
MARKETING
CAMPAIGNS



METRICS COVERING:

- DIRECT MAIL ■ EMAIL ■ PAID SEARCH
- INTERNET DISPLAY ■ TELEPHONE **AND MORE...!**

THE 2010 RESPONSE RATE REPORT:

PERFORMANCE AND COST METRICS
ACROSS DIRECT MEDIA



Conducted by:



Online Survey Services Provided by:
Cvent

ABOUT THE DIRECT MARKETING ASSOCIATION

The Direct Marketing Association (www.the-dma.org) is the leading global trade association of businesses and nonprofit organizations using and supporting multichannel direct marketing tools and techniques. DMA advocates standards for responsible marketing, promotes relevance as the key to reaching consumers with desirable offers, and provides cutting-edge research, education, and networking opportunities to improve results throughout the end-to-end direct marketing process. Founded in 1917, DMA today represents companies from dozens of industry industries in the US and 48 other nations, including nearly half of the Fortune 100 companies, as well as nonprofit organizations.

In 2009, marketers – commercial and nonprofit – spent \$149.3 billion on direct marketing, which accounted for 54.3% of all ad expenditures in the United States. Measured against total US sales, these advertising expenditures will generate approximately \$1.783 trillion in incremental sales. In 2009, direct marketing accounted for 8.3% of total US gross domestic product. Also in 2009, there were 1.4 million direct marketing employees in the US. Their collective sales efforts directly support 8.4 million other jobs, accounting for a total of 9.9 million US jobs.

The Power of Direct: Relevance. Responsibility. Results.

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ACKNOWLEDGEMENTS

I would like to thank the 473 respondents to the Response Rate Survey, who provided the data on which this report rests. Every report based on surveys relies on the participation of its community, and this one is no different. Thank you to all who took the time to contribute.

I would also like to thank several people within the DMA that helped produce the report: Larry Worthey who always delivers a superb design on tight budgets, Yvonne Polanco for production assistance, and above all, Karina Pena Garcia, for her support throughout the last year. Finally, I thank Anna Chernis, who developed this report for years and was kind enough to share her knowledge. She provided invaluable advice to me even as she concentrated on other projects. I strive to have this report match the quality she achieved reliably for years.

Sincerely,
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HOW TO READ THIS REPORT

This section provides background on the survey methodology and collection of data as well as the terms and concepts used throughout the report.

LAYOUT OF THE REPORT

A summary of findings can be found in the Executive Summary beginning on p. ix. Chapter 1 describes the sample in detail. Chapter 2 provides overall data. Chapters 3 through 12 present the numbers for ten different industry segments: Business Services, Consumer Packaged Goods, Education, Financial Services, Health care & Pharmaceuticals, Nonprofit, Publishing, Media & Entertainment, Retail, Technology, and Telecommunications & Utilities.

METHODOLOGY

This report is based on the findings of an online survey that was conducted by DMA in March and April of 2010. Members of DMA's email list were invited to participate in two emails, which were blasted on March 30th and April 12th. The list represents marketers, suppliers, and agencies that have come into contact with the DMA. Respondents completed the survey online, with the average respondent taking around 10 minutes to complete the survey. DMA offered an incentive to complete the survey: a complimentary electronic copy of the *2009 Response Rate Report*. After cleaning the data to remove blank responses and a handful of apparently erroneous entries—e.g., same answer for every question—useable data from 473 respondents remained.

Marketers and suppliers of marketing services were asked to enter information based on one of their campaigns, while agencies were asked to provide information from their clients' campaigns.

Many of the questions required respondents to enter their actual performance numbers from a representative campaign. As a result, the responses at times contained a broad array of answers. Responses that fell more than two standard deviations from the mean were as a rule eliminated as outliers. A few exceptions to this rule were made for answers just above two standard deviations from the mean that seemed plausible given the industry and the quality of other numbers provided by the respondent.

The questionnaire can be found in Appendix A.

SIGNIFICANCE OF FINDINGS

As with any set of survey results, the greater the sample size is, the more accurate the results are. Getting a handle on the universe of companies using direct marketing in the US is difficult, but the number likely approaches 10 million, from the local contractor sending letters to his neighbors to the largest Fortune 500 companies. A sample representing the full diversity of this population would run into the thousands and would have quotas for certain key attributes, such as industry, size, function, marketing budget, etc.

The sample in this study has a less universal basis. It represents a good view of the marketers in the DMA community, which may be a more accomplished set of marketers than the average found in the universe of marketers in the US. Some numbers may as a result skew high. At the same time,

some segments of the US marketing community may be under-represented in the DMA list. We included Chapter 1 on the makeup of the sample to make clear which types of companies took part in this research.

Chapters 3 through 12 contain data from enough respondents to get some insights into general trends and averages for individual segments. Some sample sizes in these chapters are at times low. We include these numbers since they can still be useful for directional purposes and for seeing what others have achieved, but they should be viewed understanding their limits.

SEGMENTATION

In addition to the segmentation by industry sector, which occurs in Chapters 3 through 12, Chapter 1 segments the data in three other ways: by *primary market* (B-to-B or B-to-C), by *purpose* (direct sale or lead generation), and by *size of average order* (less than \$1,000 and \$1,000+). Where there were not enough responses, such as for mobile marketing or DRTV, these breaks do not appear.

The primary market and average order size questions were optional, so the sums of these breaks will not match the overall count. For the primary purpose question, respondents had eight answer choices:

- Direct sale
- Visit to website for more information
- Visit to retail store
- Sign-up for a free trial
- Sign-up to receive offers
- Sign-up to receive free e-newsletter/custom publication
- Consent to receive sales collateral
- Other

These eight answer options were grouped in two ways in this report. *Direct Sale* refers to answers of 'Direct Sale' or 'Other,' where the respondent specified some form of donation/fundraising. *Lead Generation* refers to 'Visits to website for more information,' 'Sign-up for free trial,' 'Sign-up to receive offers,' 'Sign-up to receive free e-newsletter/custom publication,' 'Consent to receive sales collateral,' or 'Other,' where the respondent specified some form of multistep marketing. 'Visit to retail store' was to be a third break, but response in this area was insufficient.

GLOSSARY

Acquisition cost: For email campaigns, equals the total campaign cost divided by the number of desired outcomes

Bounce-back rate: Number of bounces per sent email

Clicks: Each time a viewer follows a link or an interactive feature in an email, mobile, or online ad

Click Rate: Number of click-throughs or click-withins per view of an online advertisement

Click-Through: Each time a viewer follows link in an email, mobile, or online ad

Click-Through Rate or CTR (Email): Number of clicks per delivered email

Click-Within: Each time a viewer clicks on an online advertisement that is set up to let a viewer interact with the ad rather than follow a link to another site

Cost per Action (CPA): Cost per 1,000 times that viewers of a web display ad take a desired action, such as buying something or filling out a registration form

Cost per Click (CPC) (Display ads): Cost each time a viewer follows a link on online or mobile display ad

Cost per Click (CPC) (Paid search): Cost to buy a keyword for a paid search advertisement, based on how much the buyer pays each time a viewer follows the link in the advertisement

Cost per Call (DRTV): Cost of advertisement divided by the number of calls it generated

Cost per Contact: Cost to generate a sale or lead for each contact

Cost per Lead (CPL): Cost of a campaign divided by the number of leads it generated

Cost per Mille (CPM): Cost per 1,000 impressions, or 1,000 times a web display ad is viewed

Conversion Rate (Display ad, paid search): Number of desired outcomes (sales or leads) per click

Conversion Rate (email): Number of desired outcomes (sales or leads) per delivered email

Dimensional Mail: Mail that is not flat (more than 0.75 inches thick)

Display Ad: Online or mobile advertisements that appear when a website loads – includes banner ads, ‘skyscrapers,’ pop-up ads, or button ads

House File: List of current and former customers that comes from an organization’s own database

Letter-Sized Envelope: Any envelope less than 6.125 inches high by 11.5 inches long – the most common format is the #10 envelope, which is 4.125 inches by 9.5 inches.

Long Form DRTV advertisement TV advertisement that contains a trackable call to action and which is 2 minutes or more long

Media Ratio (DRTV): Ratio of the revenue generated to the cost of the campaign

Mobile Display Ads: Ads placed on and linking to WAP sites

Open Rate: Number of opened emails per delivered email

Oversized Envelope: Any envelope larger than the letter-sized envelope

Promo Cost per Order/Lead: Total cost of a direct mail campaign divided by the orders or leads generated

Prospect File: An external, usually rented, list of contacts who possess characteristics that would make a company believe that they could be possible clients

Response Rate: The percentage of contacts who received a promotion and took the desired action

Retail Ratio: Ratio of units sold via retail to units sold direct

Short Form DRTV advertisement: TV advertisement that contains a trackable call to action and which is shorter than 2 minutes

Space Advertisements: Advertisements in printed media that take up part or all of a page

Unsubscribe Rate: Number of unsubscribe requests per sent email

Wireless Application Protocol (WAP): International standard for applications on the wireless web

EXECUTIVE SUMMARY

REPORT OBJECTIVES

This report has three objectives:

- First, to provide benchmarks for media performance for the direct marketing community.
- Second, to expand beyond the number of media and types of metrics covered in previous editions.
- Third, to break down findings where possible into several segmentations so that marketers see clearly how organizations are performing in their campaigns.

METHODOLOGY

This report is based on an online survey (reproduced in the Appendix) that was deployed in March through May 2010. Respondents come from the DMA list and received an incentive for completing the survey: a free copy of the *2009 Response Rate Report*. Over the course of six weeks, 473 respondents provided useable data.

MEDIA AND METRICS

This report covers five formats of direct mail (letter-sized envelopes, postcards, oversized envelopes, dimensional mail, and catalogs), email, paid search, Internet display ads, telephone marketing, mobile display and SMS ads, and DRTV, with some data on DR magazine, DR newspaper, inserts, DR radio, digital out-of-home, and fax. There are benchmarks for between two and five performance metrics for each media.

KEY FINDINGS

OVERALL TRENDS

Among the respondents to this survey, direct mail and email remain the most commonly deployed media by direct marketers, with more than half using each.

The response data indicates some reasons why. Improvements in printing and database technology and analytics have allowed direct mail and other offline media to retain response rates consistent with those found in earlier editions of the *Response Rate Report*. For instance, the response rate in this edition for a letter-sized direct mail piece was 3.42% for a house list and 1.38% for a prospect list. In 2006, the comparable numbers were 3.33% and 1.71%. Response rates for catalogs sent to a house list went up in 2010 to 4.92% from 3.56% in 2006, although catalogs to a prospect list had a response rate of 0.84% compared with 1.74% in 2006. Browsing through a familiar catalog

continues to provide a visceral experience for users, making it effective for marketers, but perhaps less so with those unfamiliar with the brand.

As email marketing has become ever more prolific, the response rates have fallen. In 2006, the response rate for an email to a house list was 2.99%, and to a prospect list 2.13%. This report does not have exactly comparable metrics, but it does show a conversion rate of 1.73% to a house list and 0.62% to a prospect list. Other online media perform better. Paid search had a conversion rate of 3.81% and display advertisements 4.43%.

No medium had a higher response rate than telephone marketing. For the purpose of a cross-sell or an up-sell, telephone produced a response rate of 10.41% (higher than the 6.18% found in 2006); prospect calling converted 6.61% (compared with 4.69% in 2006).

The higher response rate, however, came at a higher cost per order or lead. Telephone marketing to prospects had the highest cost per order or lead, with an average of \$309.25 (although telephone marketing to existing customers had a cost of \$81.84). In contrast, catalogs, had an average cost per order of \$47.61, which was the lowest figure among media with sufficient data, followed by inserts at \$47.69, email at \$53.85, postcards at \$75.32, magazine space ads at \$93.07, letter-sized envelopes at \$96.01, and paid search at \$99.47.

SEGMENTATIONS

Where the sample size was large enough and the findings interesting, this report also broke many of the responses down by one of four segmentations: type of market (B-to-B vs. B-to-C), purpose of promotion (direct sale versus lead generation), size of average sale (less than \$1,000 vs. \$1,000+), and industry segment. The first three segmentations are found within Chapter 2; the breakdown by industry comprises Chapters 3 through 12.

Type of Market

B-to-B response and conversion rates were higher than were those for B-to-C campaigns. This holds true for most media, although emails to B-to-C prospects had higher open and click-through rates. The numbers for direct mail are fairly typical. Letter-sized envelopes to a house list had a B-to-B response rate of 4.28%, compared with a 3.03% response rate for B-to-C. Postcards had a similar split: 4.57% vs. 3.09%.

Cost metrics in general showed higher averages for B-to-B campaigns. For instance, the cost per click (CPC) for a paid search campaign was \$4.59 for B-to-B, compared with \$1.50 for B-to-C.

Primary Purpose

B-to-B campaigns often have the purpose of lead generation, so it is no surprise that lead generation campaigns, like B-to-B ones, have higher benchmarks for response rates and cost metrics. For instance, for Internet display ads, lead generation campaigns averaged a CPM of \$15.23 compared with \$2.19 for B-to-C, and a conversion rate of 5.69% versus 0.82%. Part of this difference in conversion rate may reflect the different thresholds for generating a lead versus capturing a direct sale; that is, a sale may be harder to close than a lead is to generate.

Size of Average Sale

Although cost metrics for campaigns for large ticket sales (\$1,000+) were generally higher than for campaigns promoting cheaper offerings (less than \$1,000), response metrics did not reliably come out higher for one or the other. For instance, most response metrics for letter-sized envelopes and postcards were higher for high-cost offerings. The average response rate for postcards promoting \$1,000+ offerings to a house list were 4.35% vs. 3.48% for postcards promoting a low-cost offering. At the same time, some email metrics for campaigns promoting low-cost offerings had higher benchmarks. The conversion rate for house emails was 1.65% for low-cost versus 0.94% for high cost.

Industry

Chapters 3 through 12 present data on a different industry. Only two industries—publishing, media & entertainment and technology & manufacturing—had a higher percentage of respondents using email than direct mail. All others had at least as many respondents sending out direct mail as email. Some had a strong preference for direct mail, such as financial services and nonprofits. Both had 40% more respondents using direct mail than the next most widespread media. Of direct mail users, the highest volumes were in the publishing, media & entertainment and retail segments.

Some industries averaged relatively low response rates, such as financial services and health care & pharmaceuticals. Financial service mailers averaged a 2.66% response rate for letter-sized envelopes sent to a house list, and 1.01% to a prospect list. Health care had even lower numbers (1.39% and 0.84% respectively). Counterbalancing these low-yield industries were technology & manufacturing (11.45% on a low number of respondents) and nonprofit (4.91% to the house file, although below the overall average for prospects).

For email, the best performing industries were B-to-B services, with a conversion rate of 2.95% (house list) and 1.47% (prospects). With a small sample size, campaigns in the technology area did even better: 5.32% for the house list, though much less for prospects: 0.13%. Financial services had below average conversion rates of 1.03%.

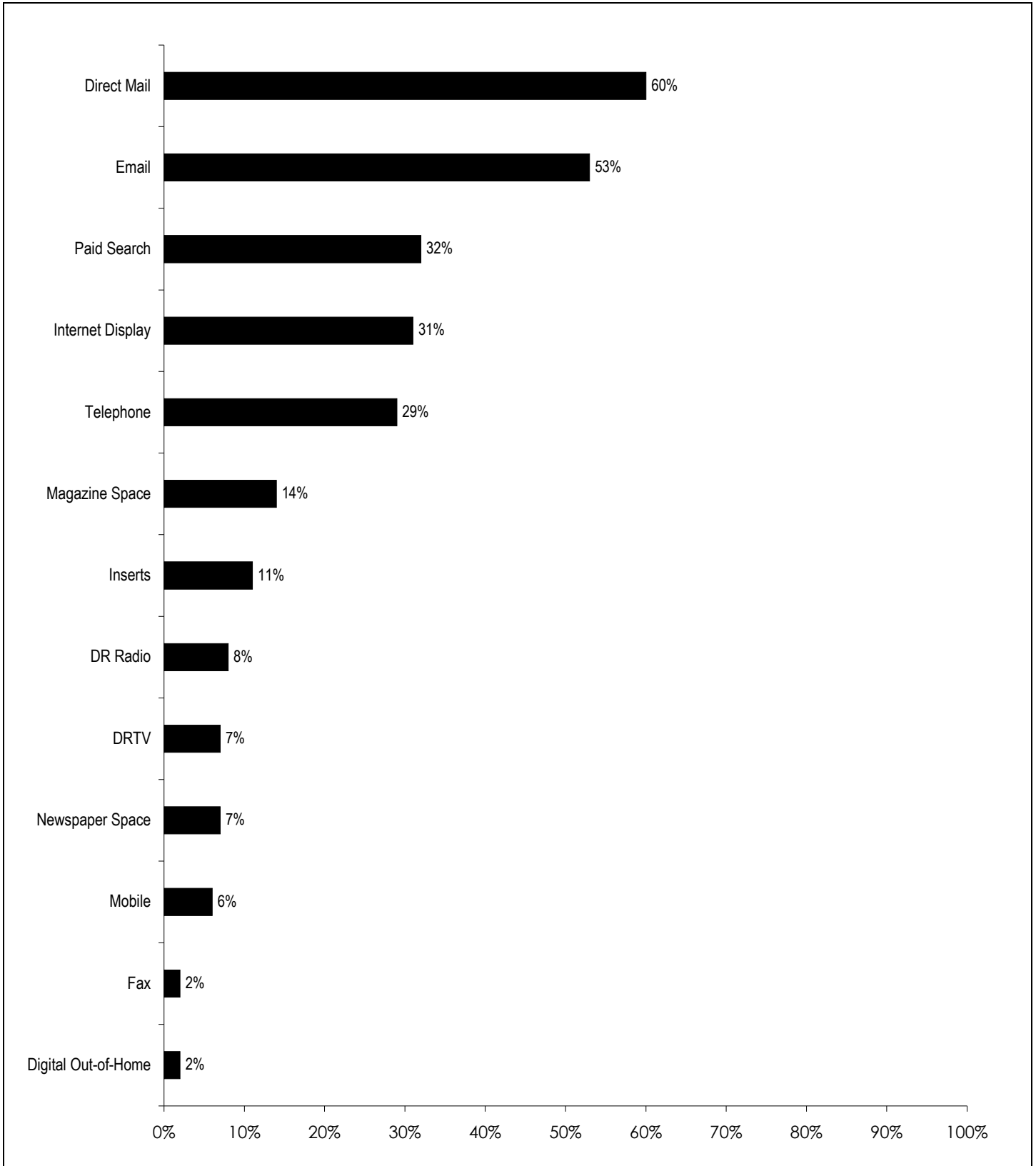
Small sample sizes in the data for other media make it difficult to compare their relative efficiency and effectiveness by industry.

SAMPLE OVERVIEW

CHAPTER HIGHLIGHTS

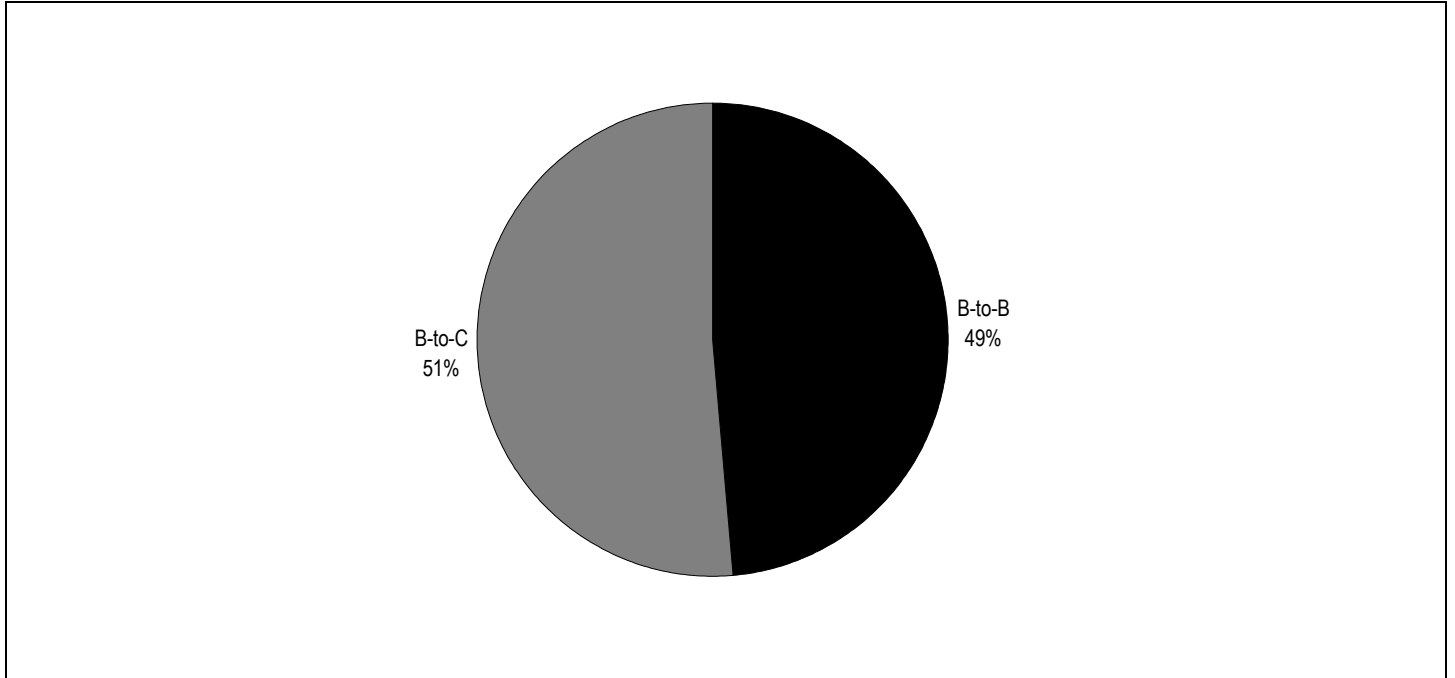
- 60% of respondents use direct mail, the highest usage level for the measured media. Email came in at second at 53%.
- Just over half (51%) of respondents indicated that their representative campaign was B-to-C.
- A slight majority (52%) of respondents were marketers, the rest suppliers of marketing services, including agencies.
- The largest segment in the sample was B-to-B services, reflecting the marketing service providers. The next largest segment was retail, coming in at just under 10%.
- Respondents had a fairly broad range of answers for size of average sale, with the largest percentage (26%) of responses falling in the \$100-\$499 range.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM



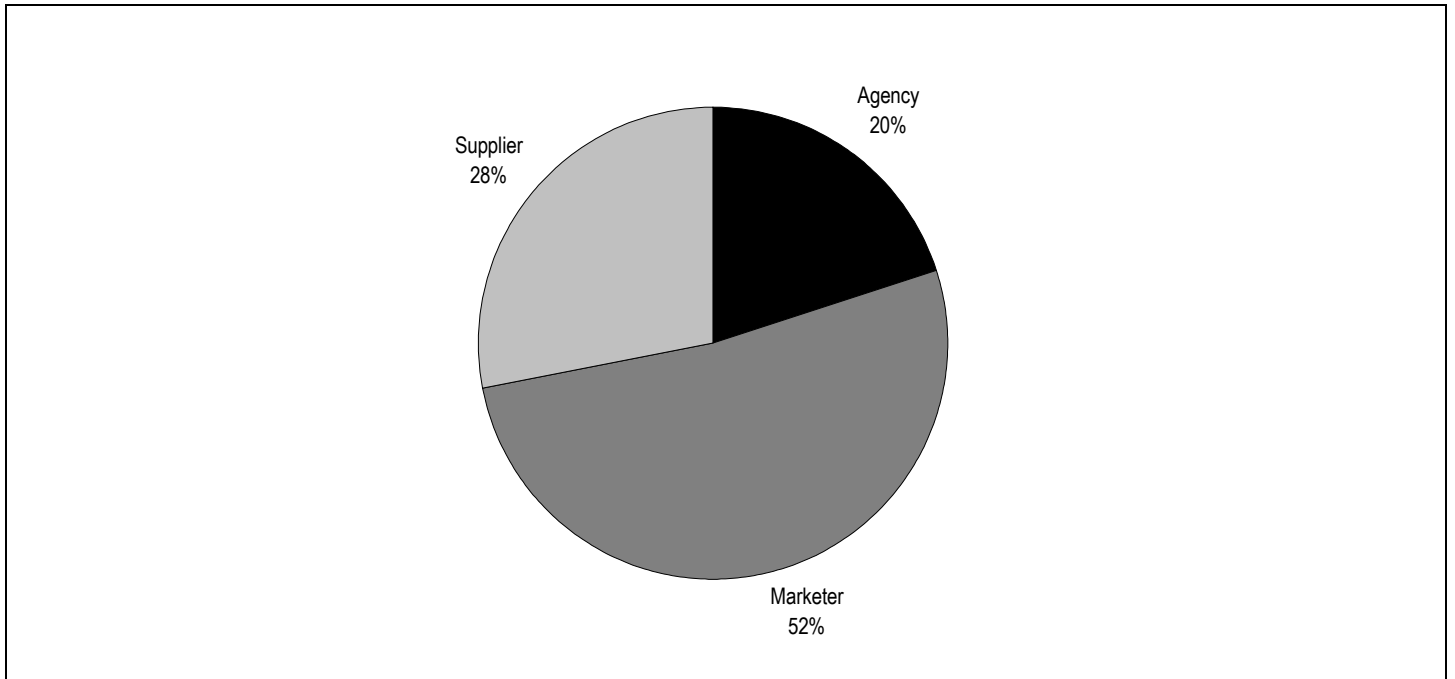
N=374 to 472 (depending on medium)

DISTRIBUTION OF RESPONDENTS: B-TO-B VS. B-TO-C



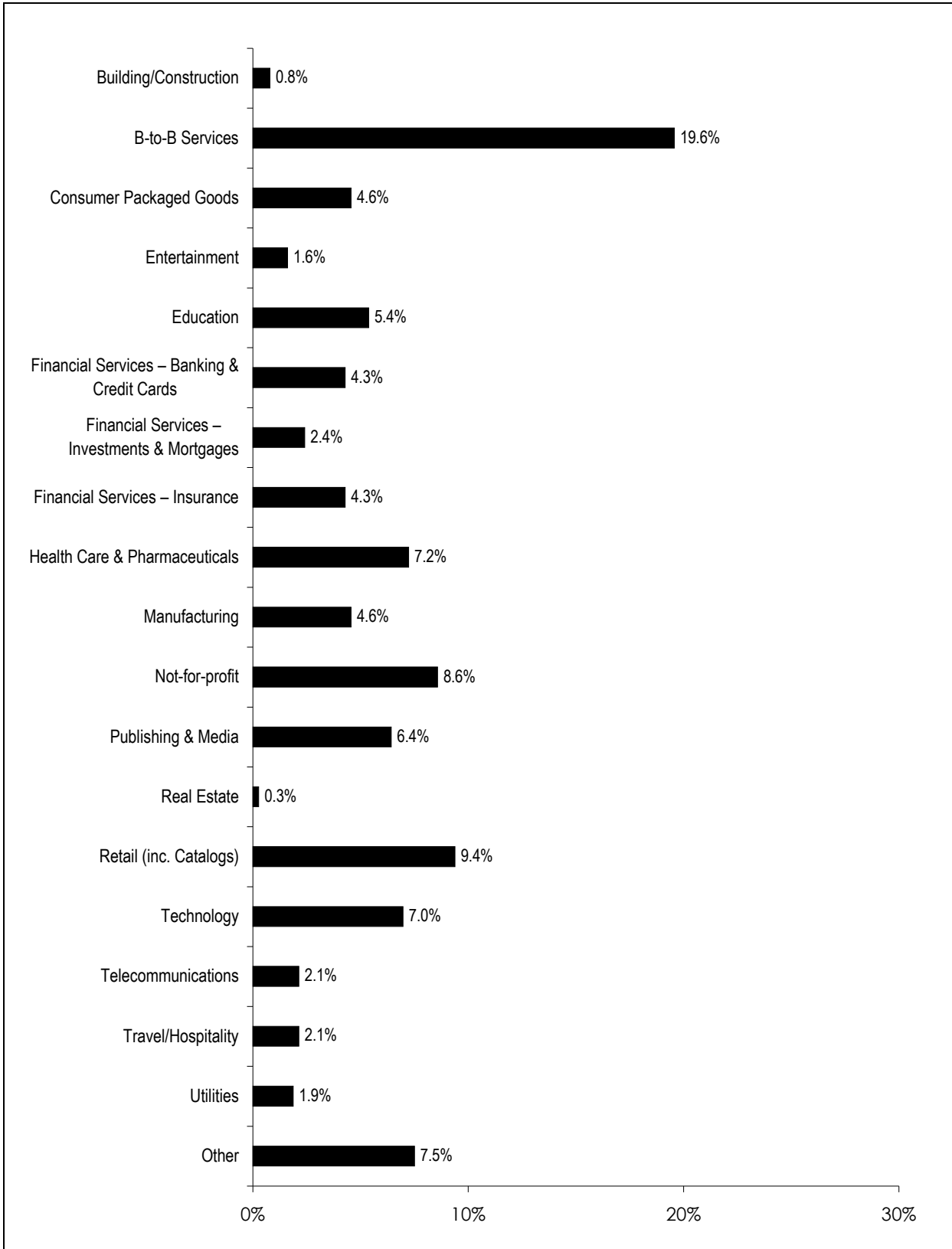
N=313

DISTRIBUTION OF RESPONDENTS BY COMPANY TYPE



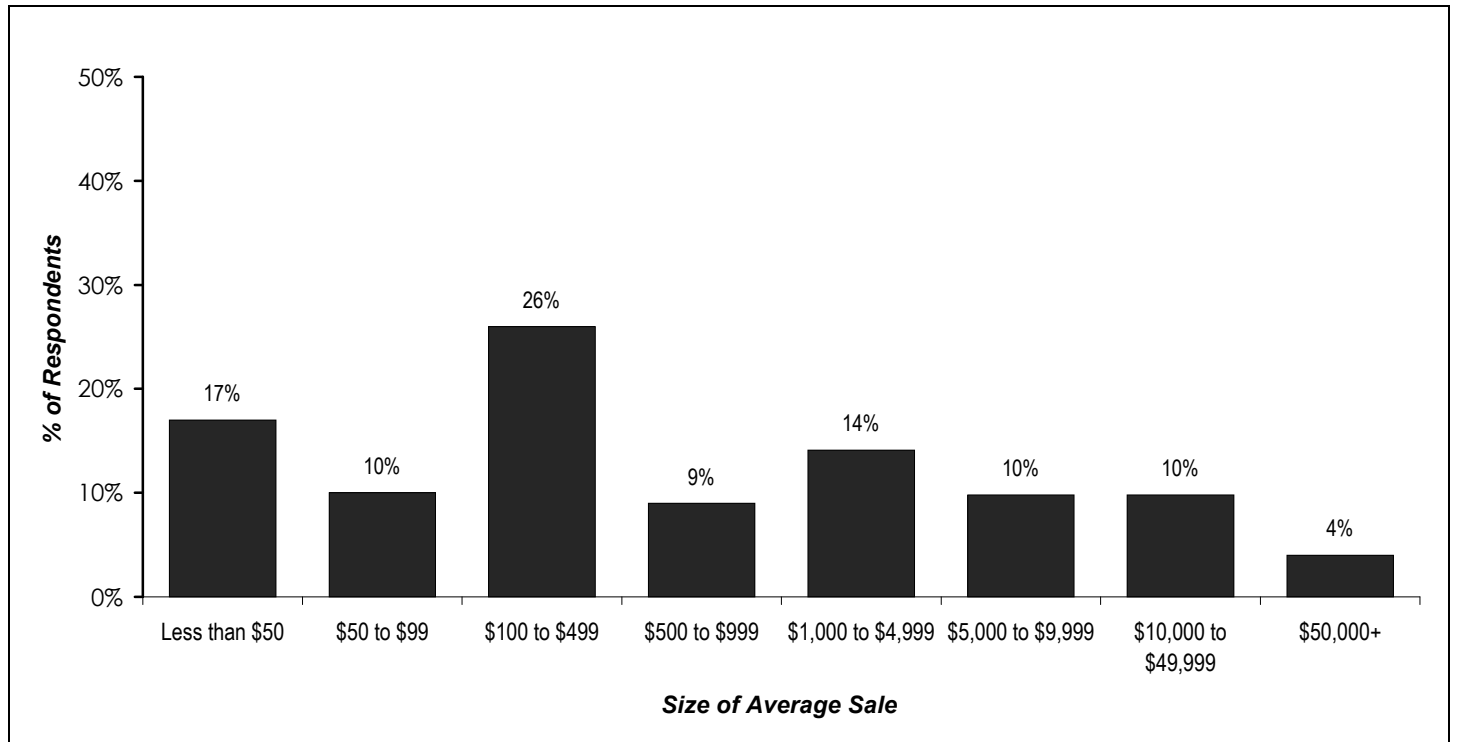
N=365

DISTRIBUTION OF RESPONDENTS BY INDUSTRY



N=374.

DISTRIBUTION OF RESPONDENTS BY SIZE OF AVERAGE SALE



N=233

OVERALL FINDINGS

CHAPTER HIGHLIGHTS

COMPARING MEDIA

- Of media with sufficient data, catalogs had the lowest cost per order or lead at \$47.61, just below inserts at \$47.69. In contrast, telephone marketing to prospects is the most expensive, averaging \$309.25. Paid search, telephone marketing, magazine space ads, and most formats of direct mail fell within this range.
- The higher cost of telephone, however, is partially explained by its effectiveness: it had the highest response rate of any media at 10.41% for up-selling or cross-selling, and 6.16% for prospects. For house lists, catalogs came in second at 4.92% and direct mail (letter-sized) at 3.42%. Internet display ads averaged conversion rates – analogous to response rates – of 4.43%, while paid search averaged 3.81%.

DIRECT MAIL

- For direct mail, the highest response rates (5.72% for mail to a house list) were for dimensional mail, although this format also had a high average promo cost per order or lead of \$146.86. In contrast, letter-sized envelopes and postcards had lower costs (\$96.01 and \$75.32, respectively) although with lower response rates (3.42% and 3.99%, respectively, to a house list).
- B-to-B, lead generation, and large-ticket offering (\$1,000+) mailings had higher response rates in direct mail than did B-to-C, direct sale, and low-cost offering (less than \$1,000) campaigns.
- The median volume of direct mail campaigns in our sample was 50,000 with an average of two to five segmentations.
- Half of direct mail campaigns in this report had the purpose of a direct sale, with another 19% aiming to drive traffic to a website for more information. In addition, many respondents who entered ‘other’ specified that their campaigns sought donations, and these campaigns follow a similar path to direct sales.

EMAIL

- Email metrics for campaigns to a house list cascade down from a 19.47% open rate to a 6.64% click-through rate, and 1.73% conversion rate. Emails to prospect lists performed at levels roughly half of this.
- Bounce-back rates for emails to a house file averaged 3.72% and unsubscribe rates 0.77%, with emails to prospect lists performing at 5.36% and 1.31%, respectively.
- Acquisition costs for emails to a house list, unsurprisingly, were well below those aimed toward prospects: \$10.71 versus \$53.85. Email lists contribute a large portion of the costs of email marketing.

- The most common purpose of emails (39% of respondents) was driving traffic to websites to seek more information, edging out direct sales (38%).

PAID SEARCH

- Paid search campaigns had a cost per click (CPC) of \$3.79, producing a conversion rate (desired actions per click) of 3.81%.
- Campaigns for B-to-C and low-cost offerings (less than \$1,000) had costs-per-click only a third of what B-to-B and higher-priced offerings paid. Direct sales campaigns had an average CPC half of the average of lead generation campaigns. At the same time, B-to-C, direct sale, and low-cost offering campaigns all had much lower conversion rates.
- Nearly half (49%) of paid search campaigns had the primary purpose of driving traffic to websites to seek more information. 30% aimed to spur a direct sale.

INTERNET DISPLAY

- The average CPM was \$13.44 and CPA \$30.36. Click rates had a mean of 0.76% with a conversion rate of 4.43%.
- The purpose of display ads mirrored that of paid search: 47% aimed to drive traffic to websites to seek more information; 29% wanted to produce a direct sale.

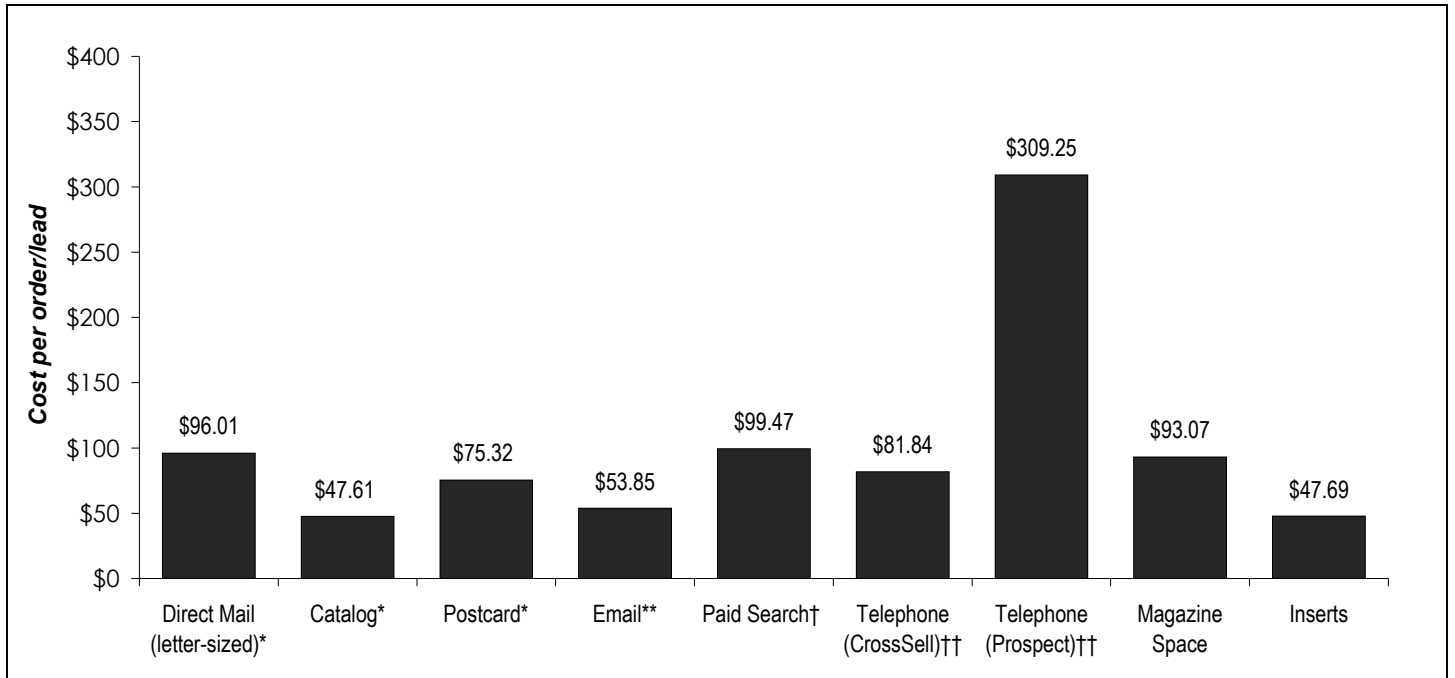
TELEPHONE

- Calls to existing customers with the purpose of up-selling and cross-selling had a response of 10.41% at a cost per contact of \$8.52. Calling prospects had average response rates and costs, respectively, of 6.16% and \$19.05. When segmented, the most interesting contrast was between lead generation calls, which averaged a response rate of 14.28% to existing customers and 9.48% to prospects, and direct sale calls, which averaged 8.69% and 3.67%, respectively.
- 55% of telephone campaigns were geared toward producing a direct sale.

OTHER MEDIA

- This study aimed to have benchmarks for DRTV and Mobile advertising, but the sample size in both media prevents presenting anything other than top-line data.
- 20 respondents who use mobile averaged SMS click-through rates of 14.06% and conversion rates of 8.22%.
- 24 respondents who use DRTV had an average cost per call of \$21.84 and cost per lead of \$38.99.
- Costs per order or lead for DR magazine and inserts averaged \$93.07 and \$47.69, respectively. DR Newspaper at \$43.82, DR Radio at \$128.78, and Digital-out-of-home at \$2.58 had a low number of respondents.

COST PER ORDER OR LEAD BY SELECTED MEDIA



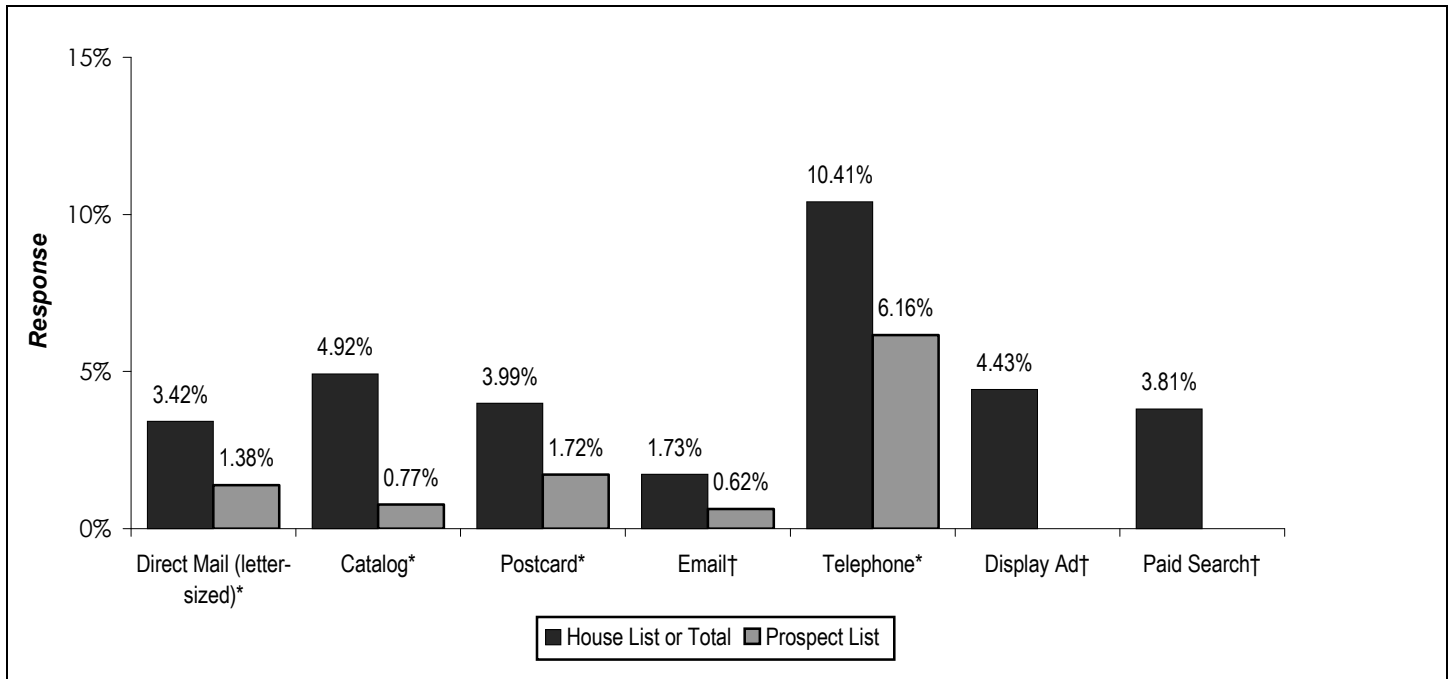
*Promo Cost per Order or Lead

** Acquisition Cost

† CPC/Conversion Rate

†† Cost per Contact/Conversion Rate

RESPONSE BY SELECTED MEDIA



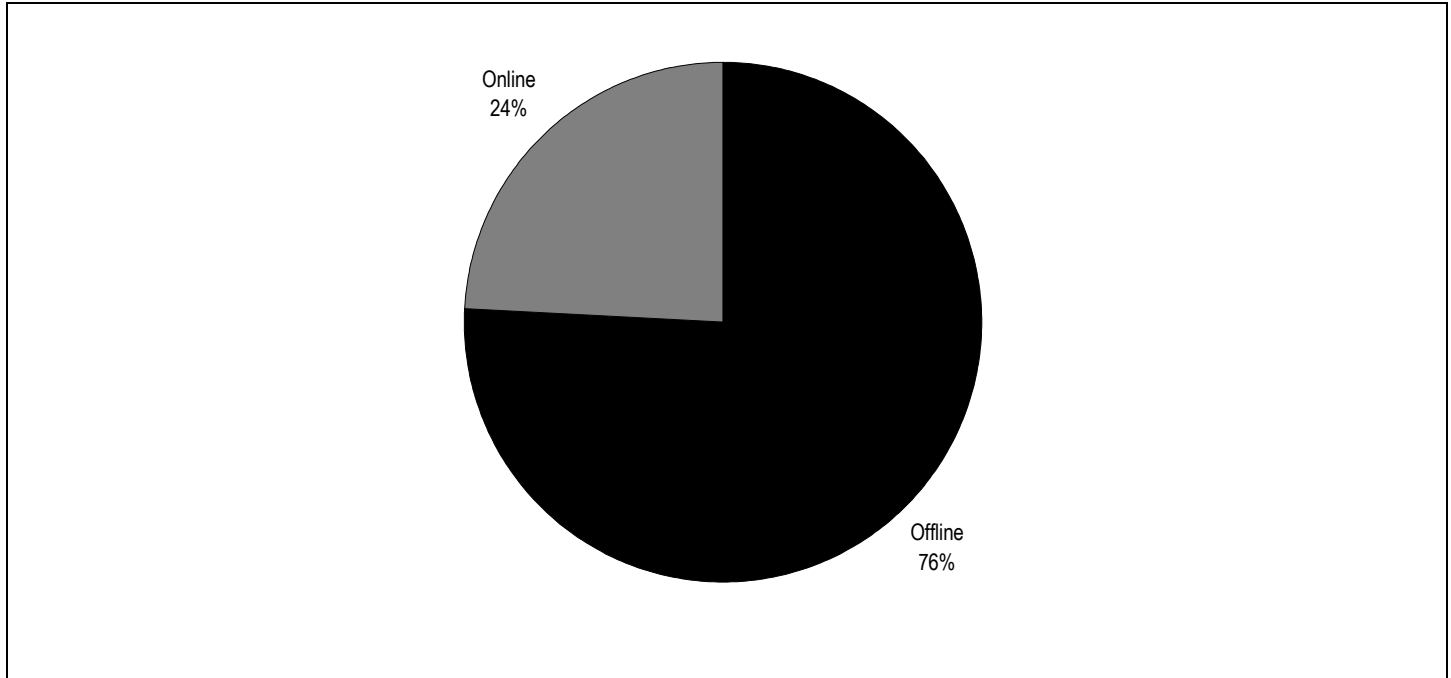
*Response Rate

†Conversion Rate

DIRECT MAIL RESPONSE RATE OVERVIEW

Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
OVERALL				
Letter-sized envelope	3.42%	1.38%	\$96.01	129
Postcard	3.99%	1.72%	\$75.32	108
Oversized envelope	3.91%	1.86%	\$196.93	49
Dimensional	5.72%	3.59%	\$146.86	28
Catalog	4.92%	0.84%	\$47.61	35
B-TO-C				
Letter-sized envelope	3.03%	1.12%	\$69.76	68
Postcard	3.09%	1.32%	\$57.97	39
Oversized envelope	3.97%	1.88%	\$176.63	27
Dimensional	3.52%	1.62%	\$45.71	13
Catalog	4.18%	0.77%	\$83.54	14
B-TO-B				
Letter-sized envelope	4.28%	1.68%	\$135.56	42
Postcard	4.57%	2.18%	\$99.51	49
Oversized envelope	2.88%	1.20%	\$268.08	15
Dimensional	8.51%	5.11%	\$244.00	10
Catalog	5.44%	0.90%	\$45.71	12
DIRECT SALE				
Letter-sized envelope	2.75%	1.18%	\$104.47	82
Postcard	2.48%	1.41%	\$73.78	43
Oversized envelope	3.89%	1.99%	\$218.36	33
Dimensional	2.84%	1.06%	\$46.05	10
Catalog	4.34%	0.71%	\$51.57	26
LEAD GENERATION				
Letter-sized envelope	4.74%	1.80%	\$82.53	40
Postcard	5.23%	2.17%	\$98.74	54
Oversized envelope	4.37%	1.61%	\$230.69	16
Dimensional	8.00%	4.82%	\$197.26	14
Catalog	NA	NA	NA	NA
AVERAGE SALE LESS THAN \$1,000				
Letter-sized envelope	3.04%	1.07%	\$46.06	57
Postcard	3.48%	1.24%	\$45.65	36
Oversized envelope	4.13%	1.86%	\$44.61	22
Dimensional	4.82%	1.92%	\$53.92	14
Catalog	4.69%	0.84%	\$75.91	20
AVERAGE SALE GREATER THAN \$1,000				
Letter-sized envelope	4.11%	1.60%	\$108.80	36
Postcard	4.35%	2.32%	\$66.82	35
Oversized envelope	2.14%	1.51%	\$328.00	10
Dimensional	7.40%	5.0%	\$160.00	6
Catalog	NA	NA	NA	NA

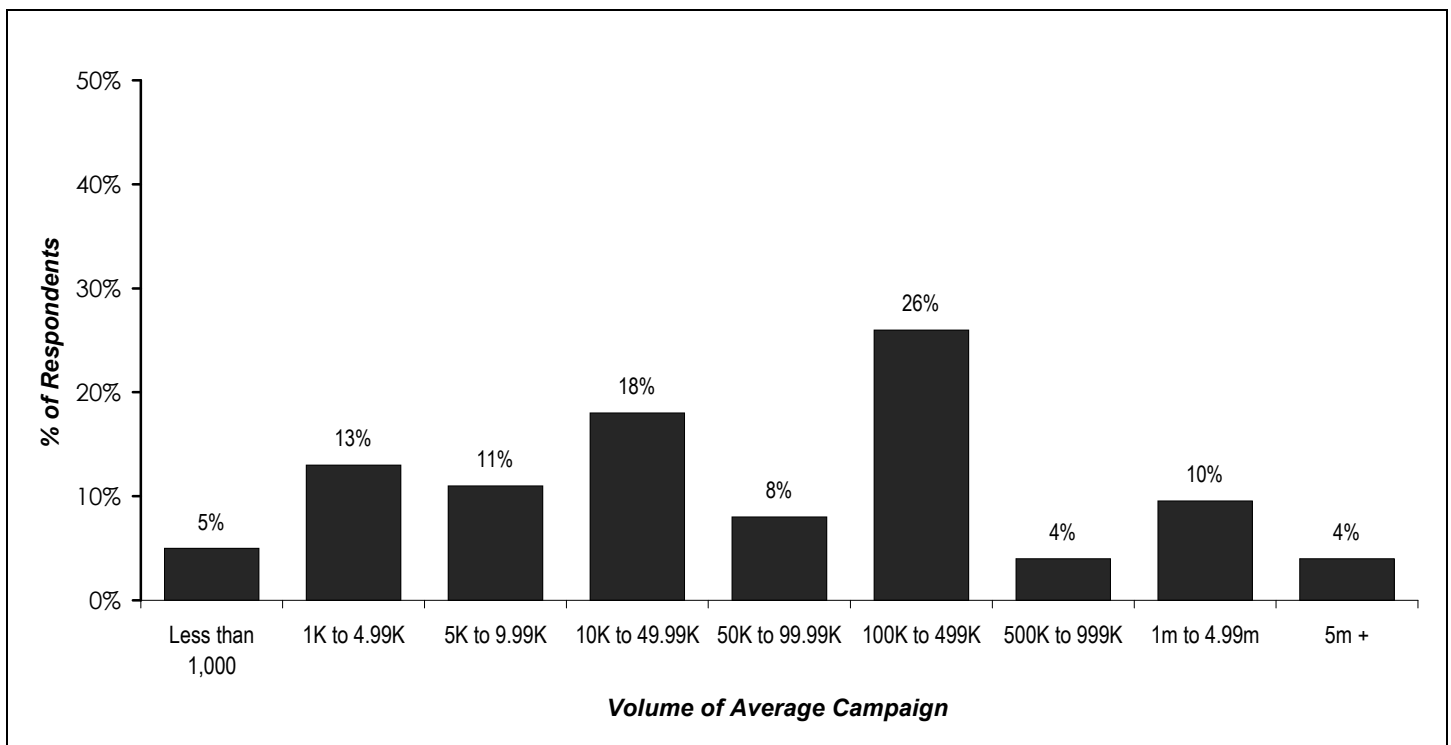
RESPONSE CHANNEL FOR DIRECT MAIL PROMOTIONS: OFFLINE VS. ONLINE*



N=17

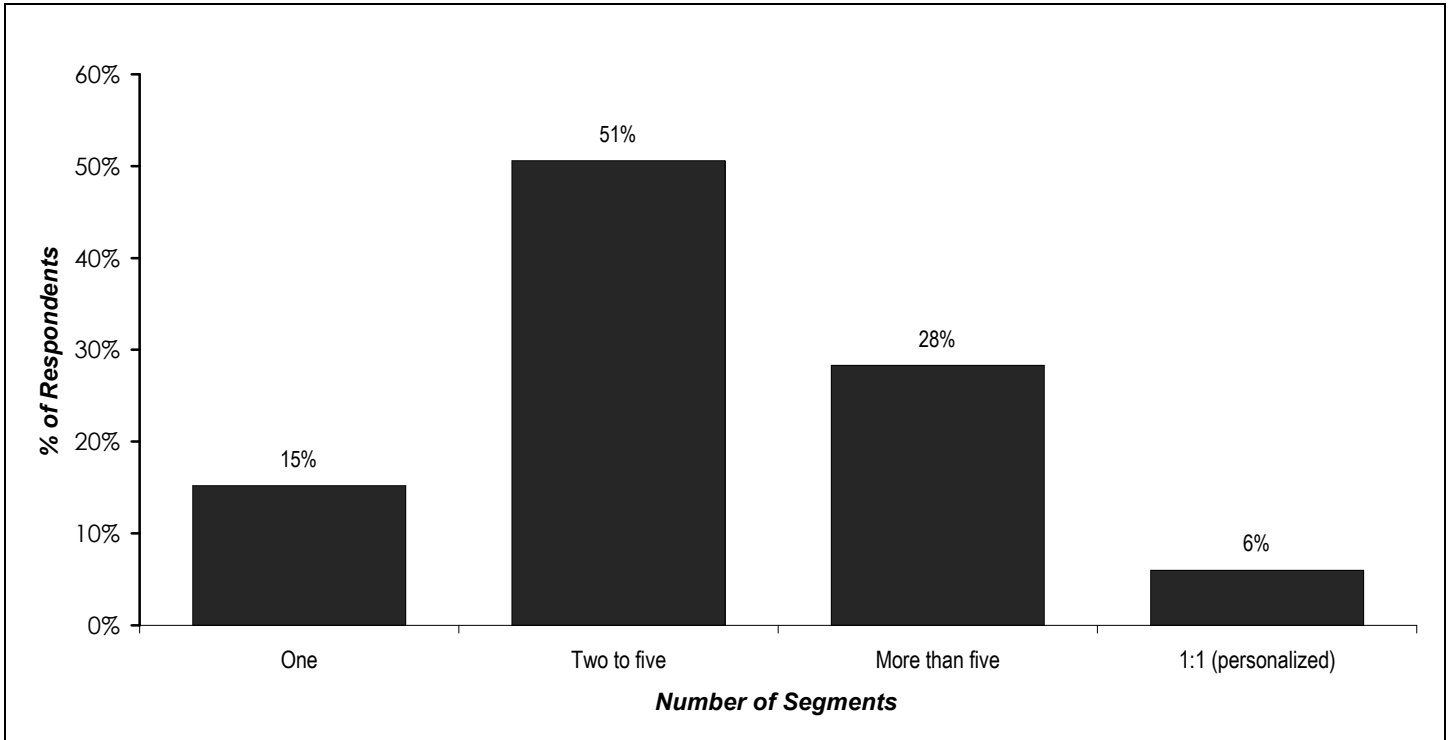
*Offline includes business return cards (BRC's), inbound phone; online channels include all web and mobile platforms

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



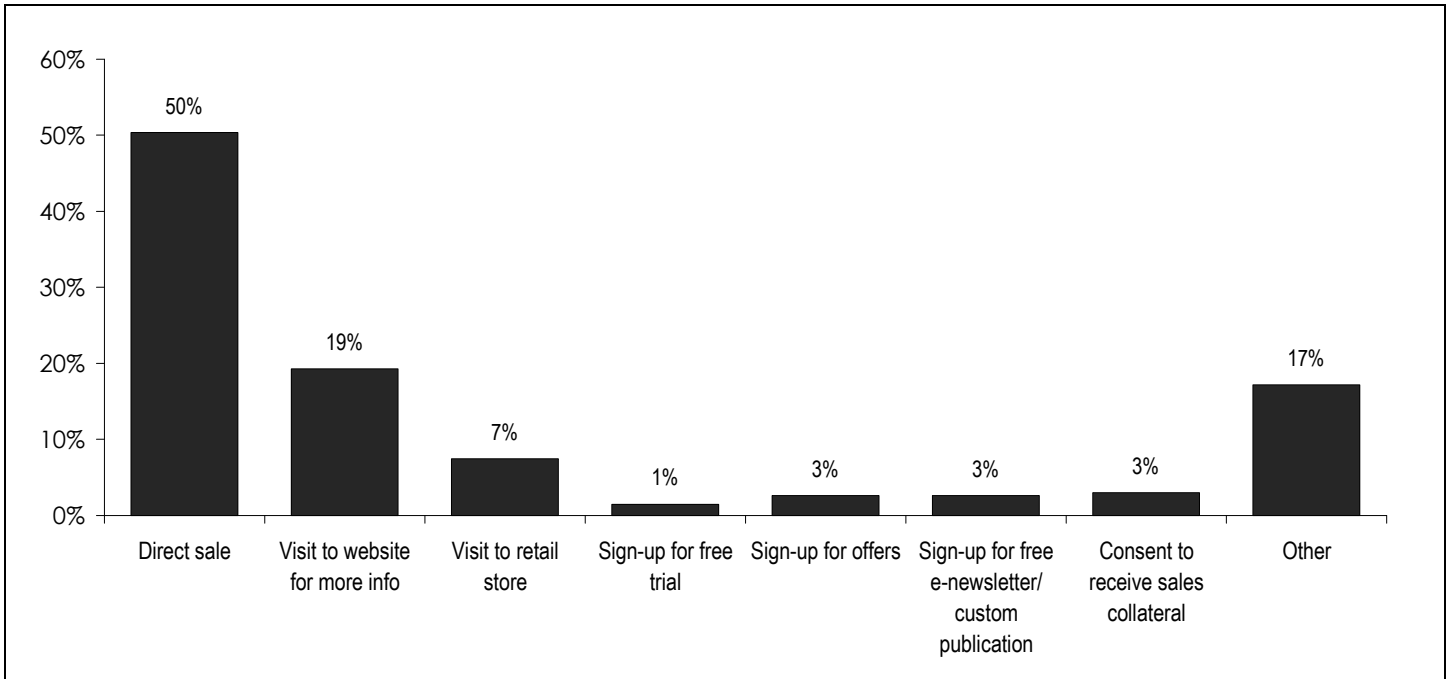
N=260

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=269

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN



N=268

NOTE: Much of the 'other' category includes forms of lead generation.

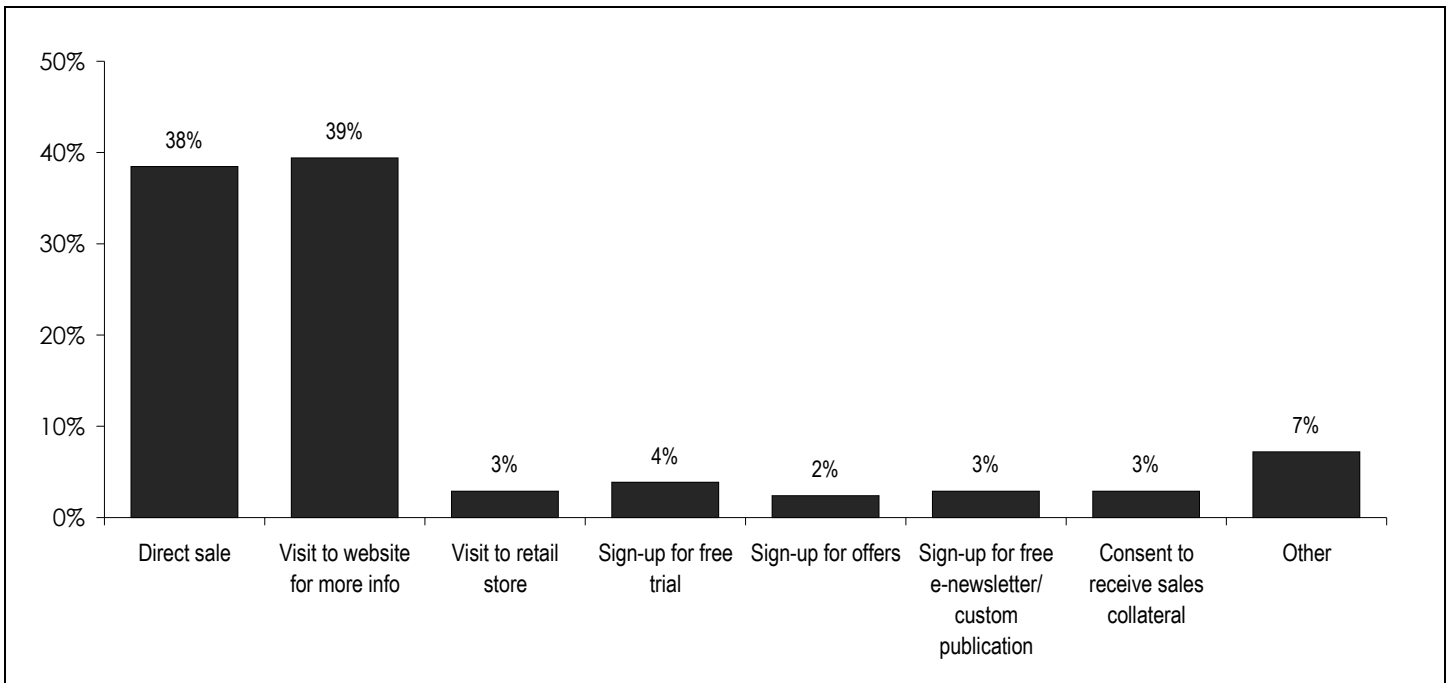
EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
TOTAL			
Open rate	19.47%	11.17%	144
Click-through rate	6.64%	3.74%	132
Conversion rate	1.73%	0.62%	79
Bounce-back rate	3.72%	5.36%	103
Unsubscribe rate	0.77%	1.31%	116
B-TO-C			
Open rate	18.50%	11.92%	55
Click-through rate	6.07%	4.50%	45
Conversion rate	1.76%	0.76%	28
Bounce-back rate	3.92%	5.74%	37
Unsubscribe rate	0.72%	1.58%	43
B-TO-B			
Open rate	19.85%	11.79%	43
Click-through rate	7.26%	3.45%	38
Conversion rate	2.06%	0.92%	28
Bounce-back rate	4.22%	5.55%	30
Unsubscribe rate	0.88%	1.43%	35
DIRECT SALE			
Open rate	16.90%	7.39%	49
Click-through rate	6.77%	3.15%	42
Conversion rate	1.57%	0.69%	31
Bounce-back rate	3.62%	6.09%	38
Unsubscribe rate	0.53%	0.65%	39
LEAD GENERATION			
Open rate	24.57%	12.28%	41
Click-through rate	6.67%	3.31%	38
Conversion rate	1.94%	0.65%	20
Bounce-back rate	3.84%	5.04%	32
Unsubscribe rate	0.92%	1.57%	31
AVERAGE SALE LESS THAN \$1,000			
Open rate	20.54%	13.29%	57
Click-through rate	6.03%	4.03%	53
Conversion rate	1.65%	0.93%	36
Bounce-back rate	3.74%	5.48%	45
Unsubscribe rate	0.74%	1.66%	48
AVERAGE SALE OF \$1,000 OR MORE			
Open rate	19.21%	11.35%	35
Click-through rate	6.19%	2.53%	29
Conversion rate	0.94%	0.59%	14
Bounce-back rate	3.83%	6.46%	22
Unsubscribe rate	0.92%	2.14%	26

ACQUISITION COST PER EMAIL

	House File	Prospect File	Number of Responses
TOTAL	\$10.71	\$53.85	40
Market			
B-to-C	\$8.73	\$78.88	13
B-to-B	\$11.97	\$15.71	13
Purpose			
Direct sale	\$10.46	\$82.19	14
Lead generation	\$16.45	\$74.56	11
Average Sale			
Less than \$1,000	\$7.21	\$63.49	22
Greater than \$1,000	\$16.67	\$75.17	7

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

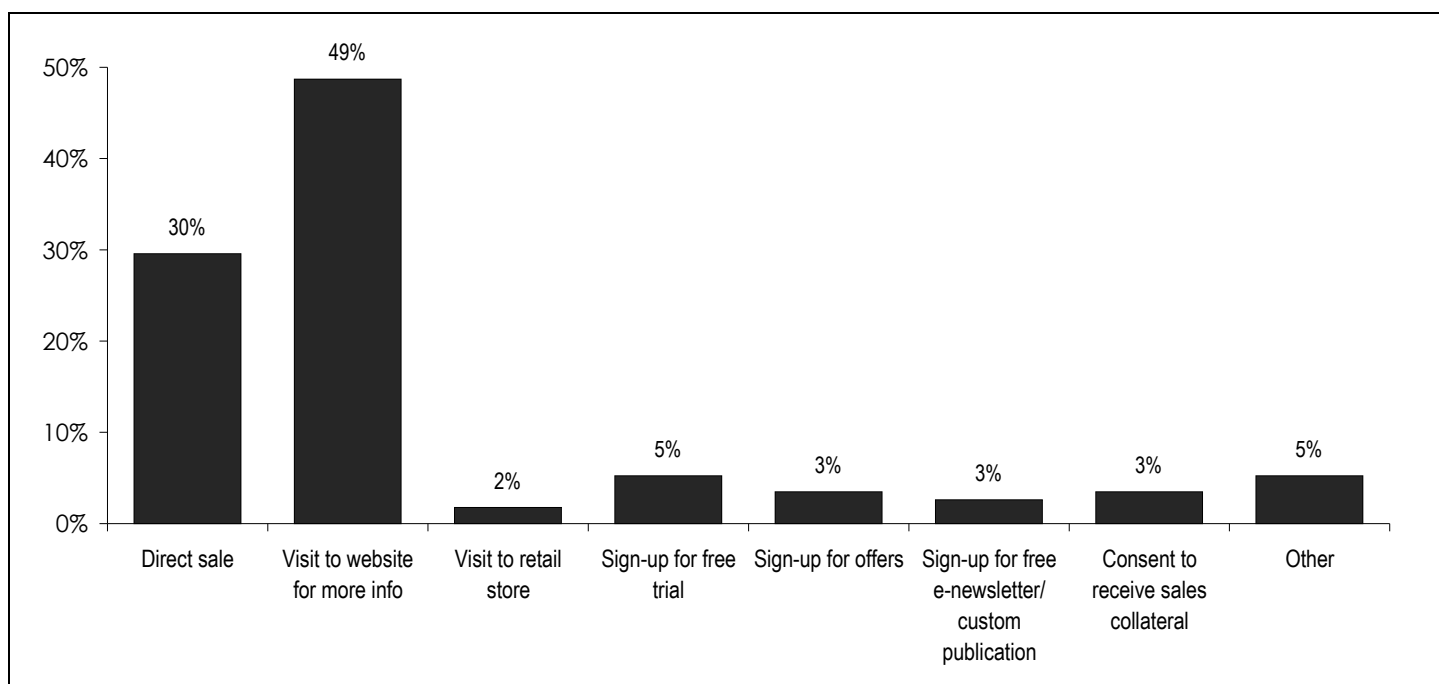


N=208

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
TOTAL		
CPC	\$3.79	69
Conversion rate	3.81%	53
B-TO-C		
CPC	\$1.50	26
Conversion rate	3.63%	18
B-TO-B		
CPC	\$4.59	33
Conversion rate	5.27%	15
DIRECT SALE		
CPC	\$1.83	24
Conversion rate	2.78%	15
LEAD GENERATION		
CPC	\$3.67	38
Conversion rate	5.92%	15
AVERAGE SALE LESS THAN \$1,000		
CPC	\$1.80	28
Conversion rate	1.69%	26
AVERAGE SALE OF \$1,000 OR MORE		
CPC	\$5.37	14
Conversion rate	5.34%	12

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN

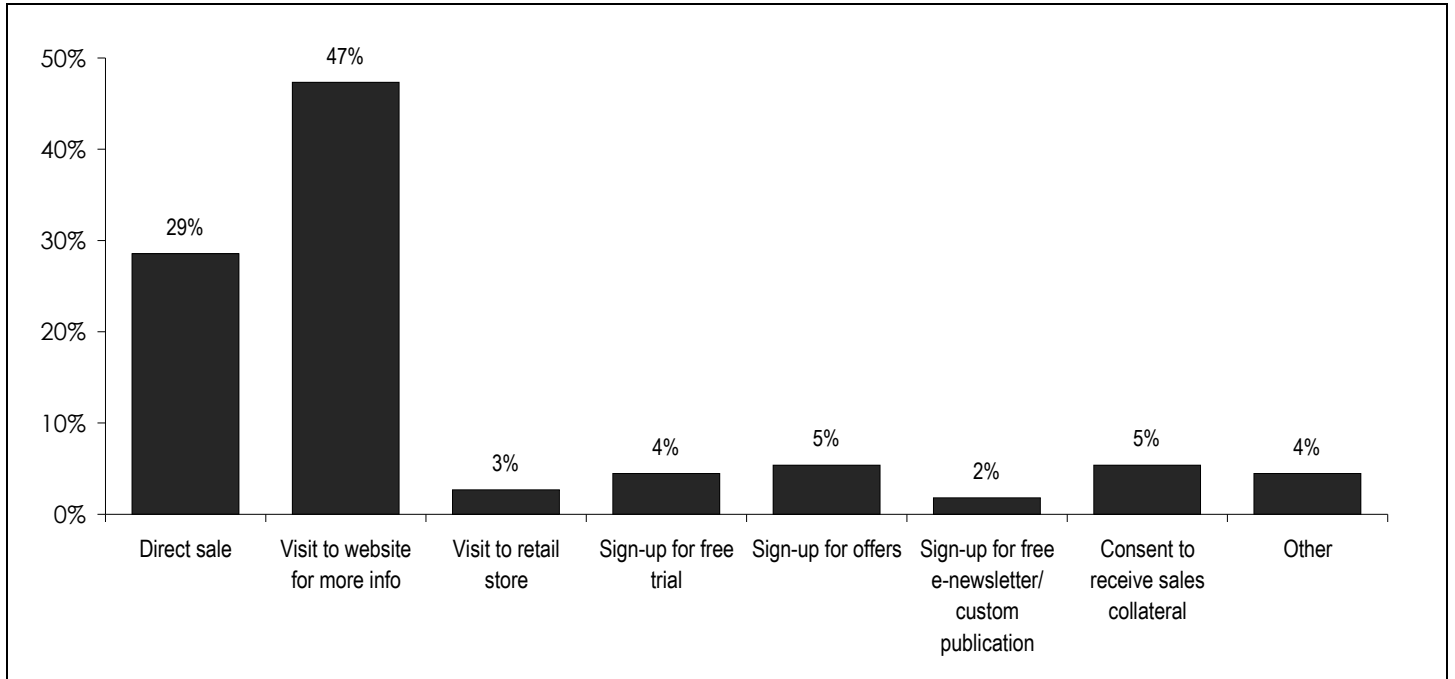


N=115

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
TOTAL		
CPM	\$13.44	40
CPA	\$30.36	32
Click rate	0.76%	44
Conversion rate	4.43%	27
B-TO-C		
CPM	\$6.85	20
CPA	\$22.21	14
Click rate	0.38%	17
Conversion rate	4.46%	9
B-TO-B		
CPM	\$25.82	15
CPA	\$38.62	11
Click rate	0.80%	18
Conversion rate	4.57%	11
DIRECT SALE		
CPM	\$2.19	7
CPA	\$13.94	8
Click rate	0.68%	10
Conversion rate	0.82%	7
LEAD GENERATION		
CPM	\$15.23	32
CPA	\$35.83	24
Click rate	0.80%	13
Conversion rate	5.69%	6
AVERAGE SALE LESS THAN \$1,000		
CPM	\$10.90	15
CPA	\$17.36	11
Click rate	0.46%	14
Conversion rate	4.26%	9
AVERAGE SALE OF \$1,000 OR MORE		
CPM	\$15.65	11
CPA	\$28.39	8
Click rate	0.51%	11
Conversion rate	8.34%	5

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

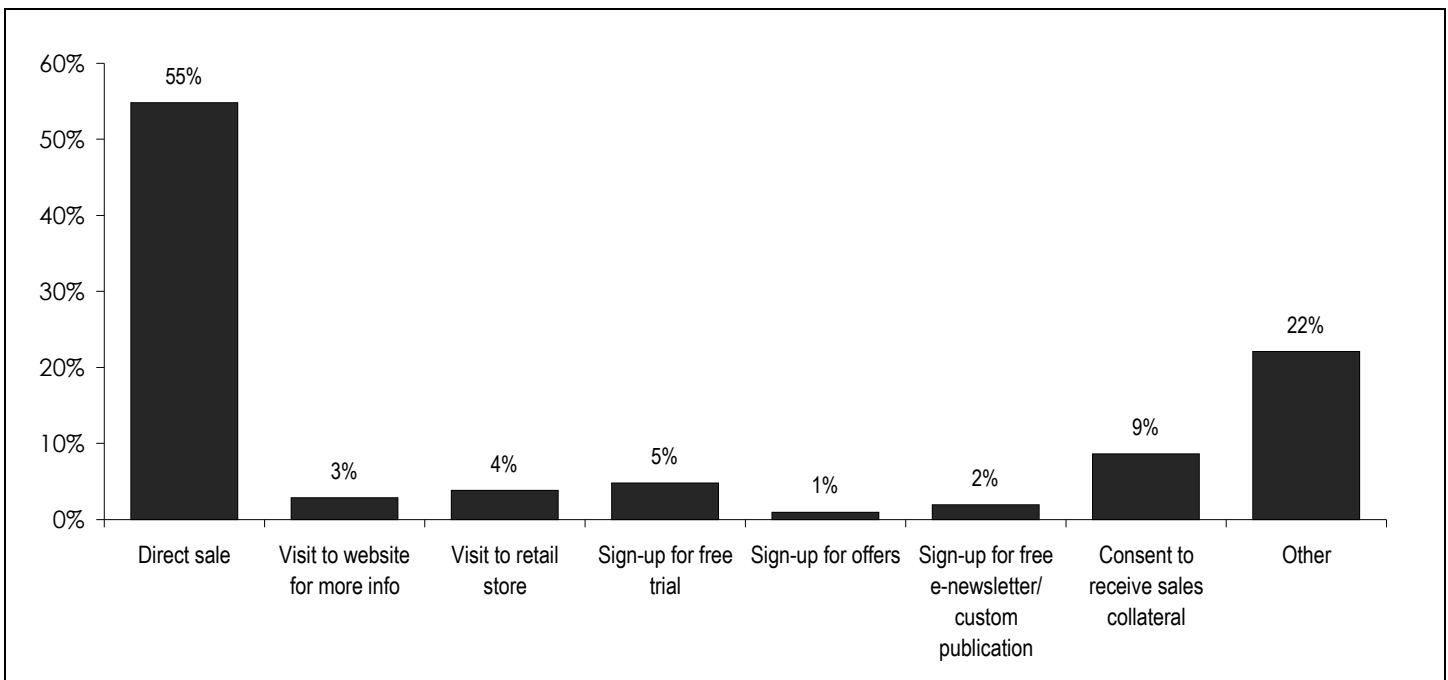


N=112

OUTBOUND TELEPHONE METRICS OVERVIEW

	Response Rate	Cost per Contact	Number of Respondents
TOTAL			
Cross-selling/Up-selling	10.41%	\$8.52	41
Prospect Calling	6.16%	\$19.05	45
B-TO-C			
Cross-selling/Up-selling	6.84%	\$4.57	17
Prospect Calling	4.06%	\$21.59	15
B-TO-B			
Cross-selling/Up-selling	8.12%	\$9.83	14
Prospect Calling	5.48%	\$20.23	15
DIRECT SALE			
Cross-selling/Up-selling	8.69%	\$5.89	19
Prospect Calling	3.67%	\$23.13	17
LEAD GENERATION			
Cross-selling/Up-selling	14.28%	\$10.00	12
Prospect Calling	9.48%	\$16.01	16
AVERAGE SALE LESS THAN \$1,000			
Cross-selling/Up-selling	12.00%	\$6.43	20
Prospect Calling	5.70%	\$20.47	17
AVERAGE SALE OF \$1,000 OR MORE			
Cross-selling/Up-selling	11.94%	\$10.83	9
Prospect Calling	7.87%	\$20.65	16

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN

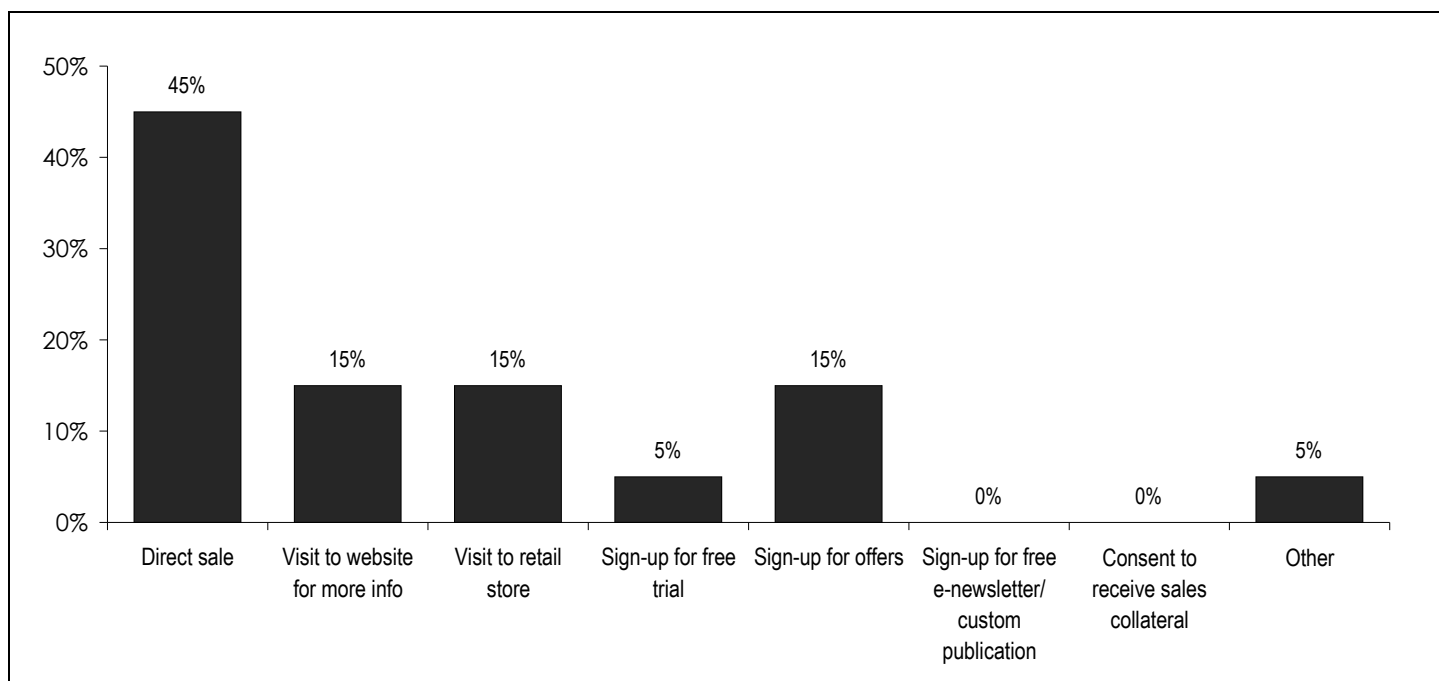


N=104

MOBILE METRICS OVERVIEW

Metric	Average	Number of Respondents
TOTAL		
SMS click-through rate	14.06%	9
SMS conversion rate	8.22%	5
Display ad CTR	23.70%	3
Display ad conversion rate	5.05%	3
Display ad CPC	\$8.76	3

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF MOBILE CAMPAIGN



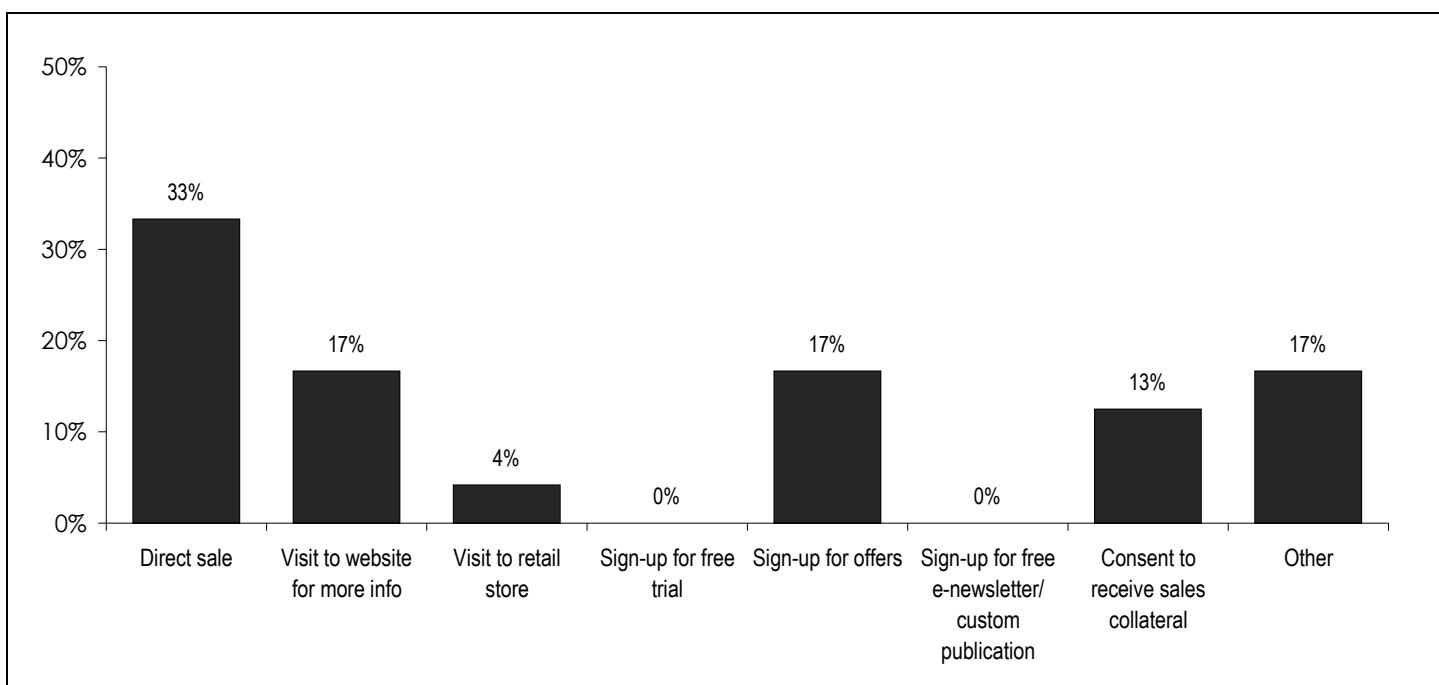
N=20

DRTV METRICS OVERVIEW

Metric	Average	Number of Respondents
TOTAL		
Cost per call	\$21.84	9
Cost per lead	\$38.99	10
Media ratio	2.65:1	2
Retail ratio	2.15:1	2

Note: Only 1 respondent primarily used long form, while most primarily used short form. Two others used both in roughly equal measure. With 2 responses, the averages for media ratio and retail ratio are included for the sake of interest but say little about industry averages.

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DRTV CAMPAIGN



N=24

COST PER ORDER/LEAD OF OTHER DIRECT RESPONSE MEDIA

	Average	Number of Respondents
DR Radio	\$128.78	13
DR Magazine Space Ads	\$93.07	25
DR Newspaper Space Ads	\$43.82	14
Inserts	\$47.69	28
Digital Out-of-Home	\$2.58	3

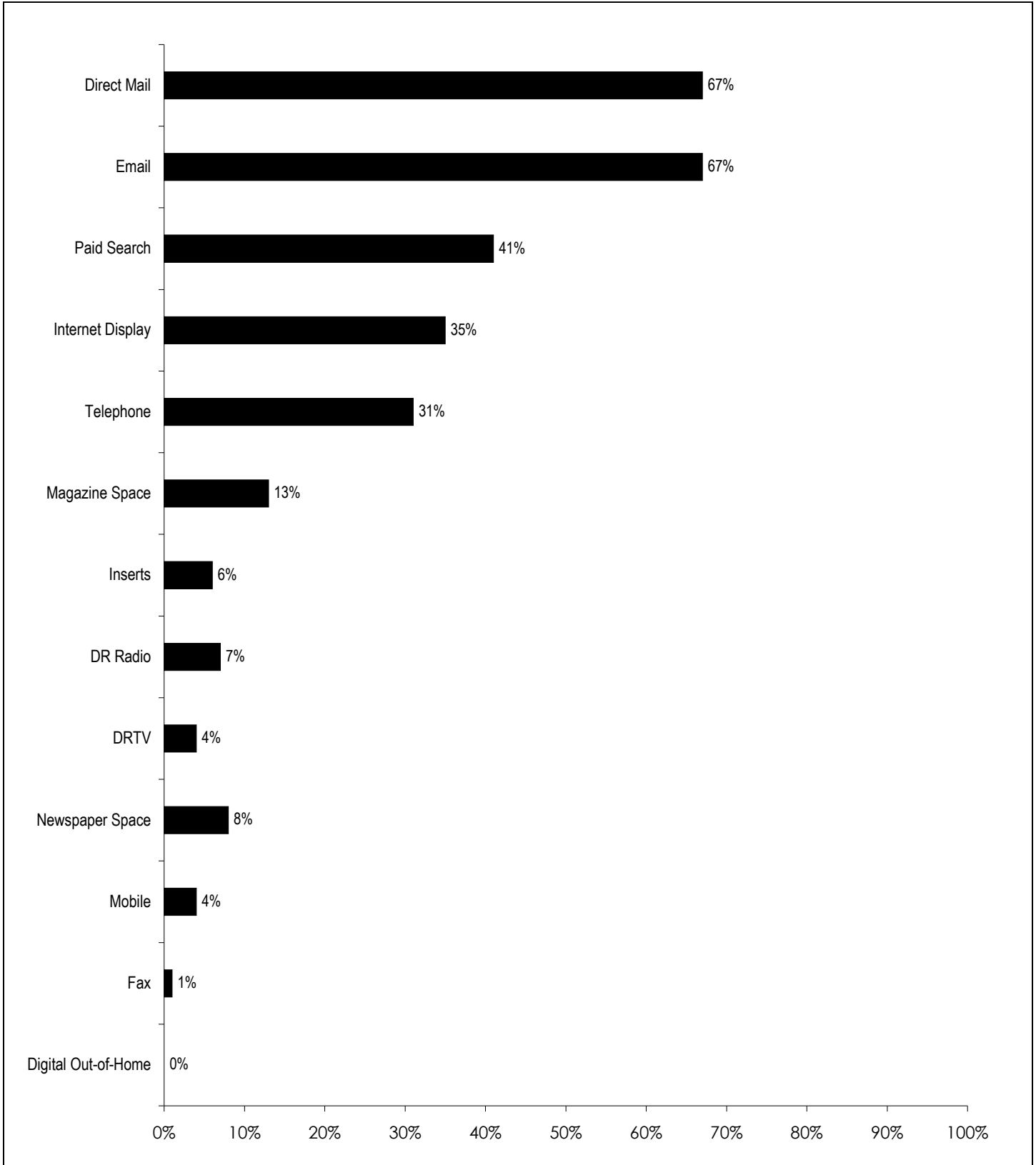
Note: Because of the low number of responses and the high variance in answers, these numbers should be interpreted with caution. For instance, two responses were removed from DR Magazine because they exceeded two standard deviations from the mean. If they had been included, the CPO/CPL for magazine ads would have been \$125.62.

BUSINESS-TO-BUSINESS SERVICES

CHAPTER HIGHLIGHTS

- 78 respondents come from this segment, the largest industry vertical in this study. As a result, this chapter contains data on five channels: direct mail, email, paid search, Internet display and telephone.
- 67% of this sample use direct mail and email, followed by paid search at 41%.
- In direct mail, members in this segment reported higher than average response rates to their letter-sized envelopes to prospects (1.78%) and postcards (4.54% to the house list, 2.01 to the prospect list) than did the overall sample. Letters to existing prospects performed virtually the same as for the overall sample.
- The median volume of direct mail campaigns in this segment fell between 5,000 and 10,000.
- Benchmarks for email metrics generally fell above the overall benchmarks, except click-through rates to prospects (3.44%).
- CPC for paid search had slightly more respondents, who averaged \$2.79, with a conversion rate of 3.49%. Both figures are slightly below the averages for the overall sample.
- Although the sample size using Internet display was low, the average CPM of those who did respond was \$29.81 with a click rate of 1.41%.
- In every channel except telephone, the primary purpose of the campaign was to drive contacts to visit a website for more information.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

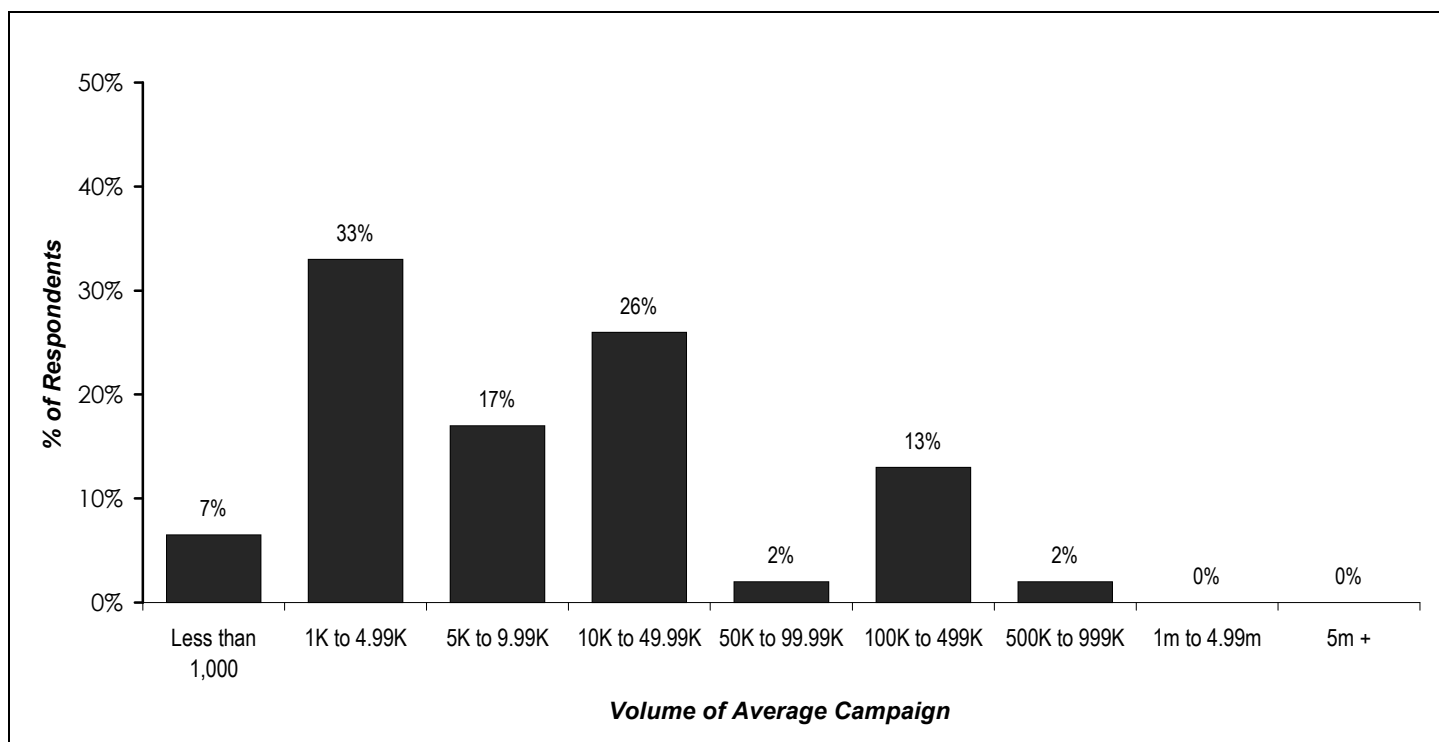


N=78

DIRECT MAIL RESPONSE RATE OVERVIEW

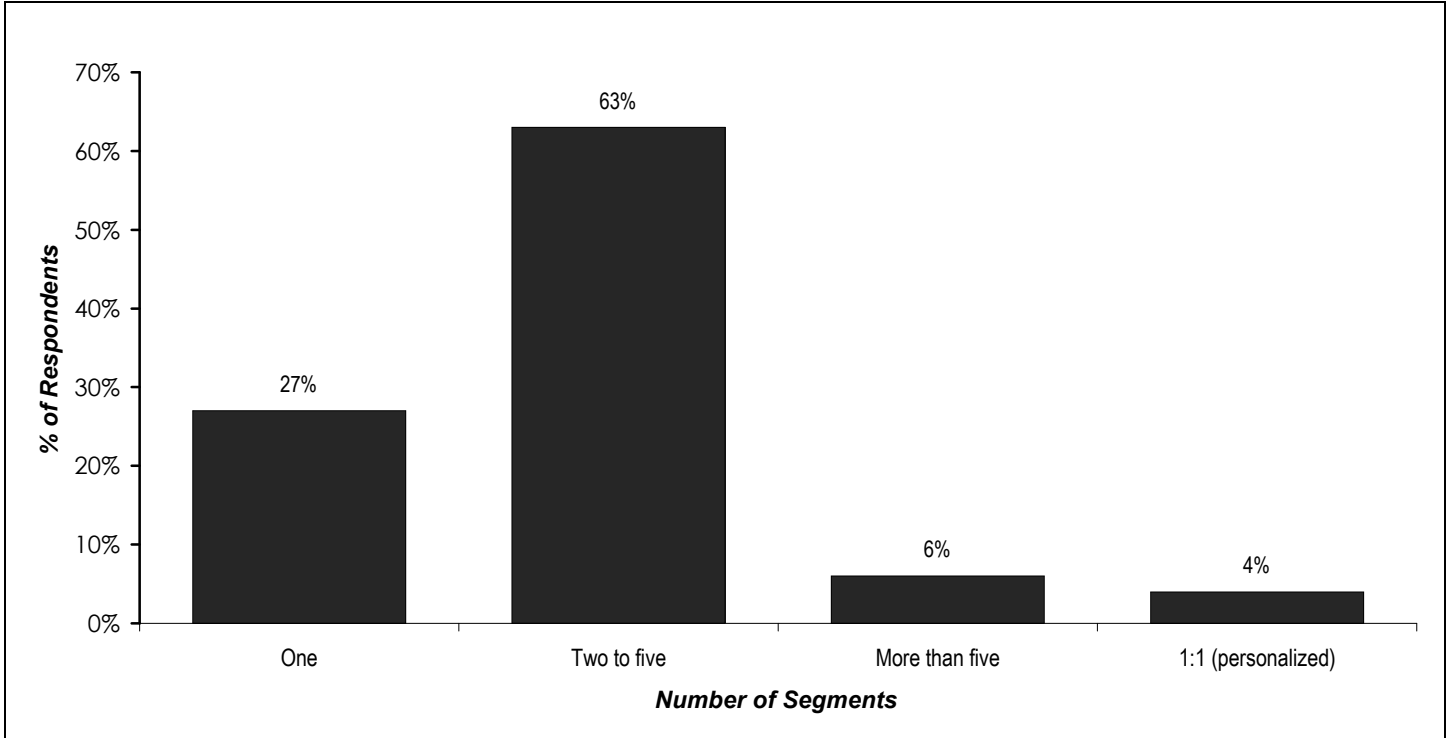
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	3.41%	1.78%	\$32.75	22
Postcard	4.54%	2.01%	\$44.88	24
Oversized envelope	2.83%	1.78%	\$38.92	6

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



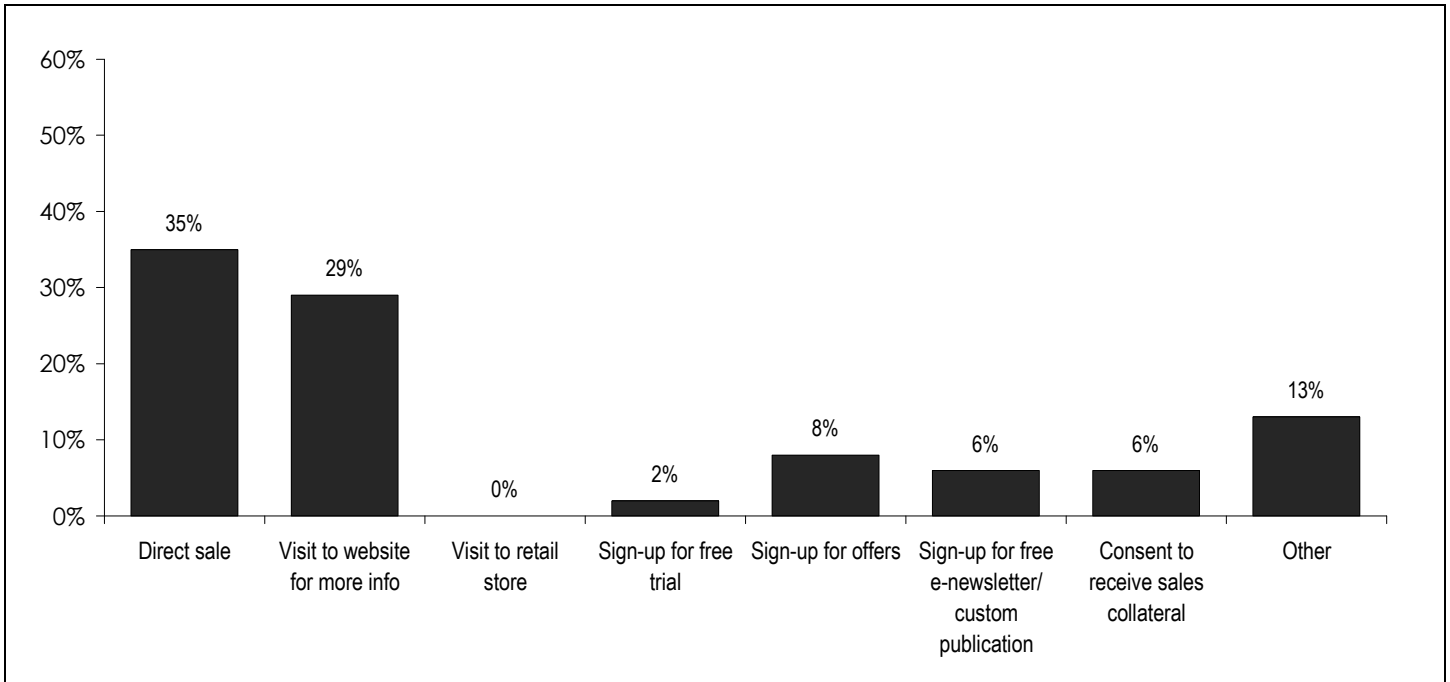
N=46

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=269

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN



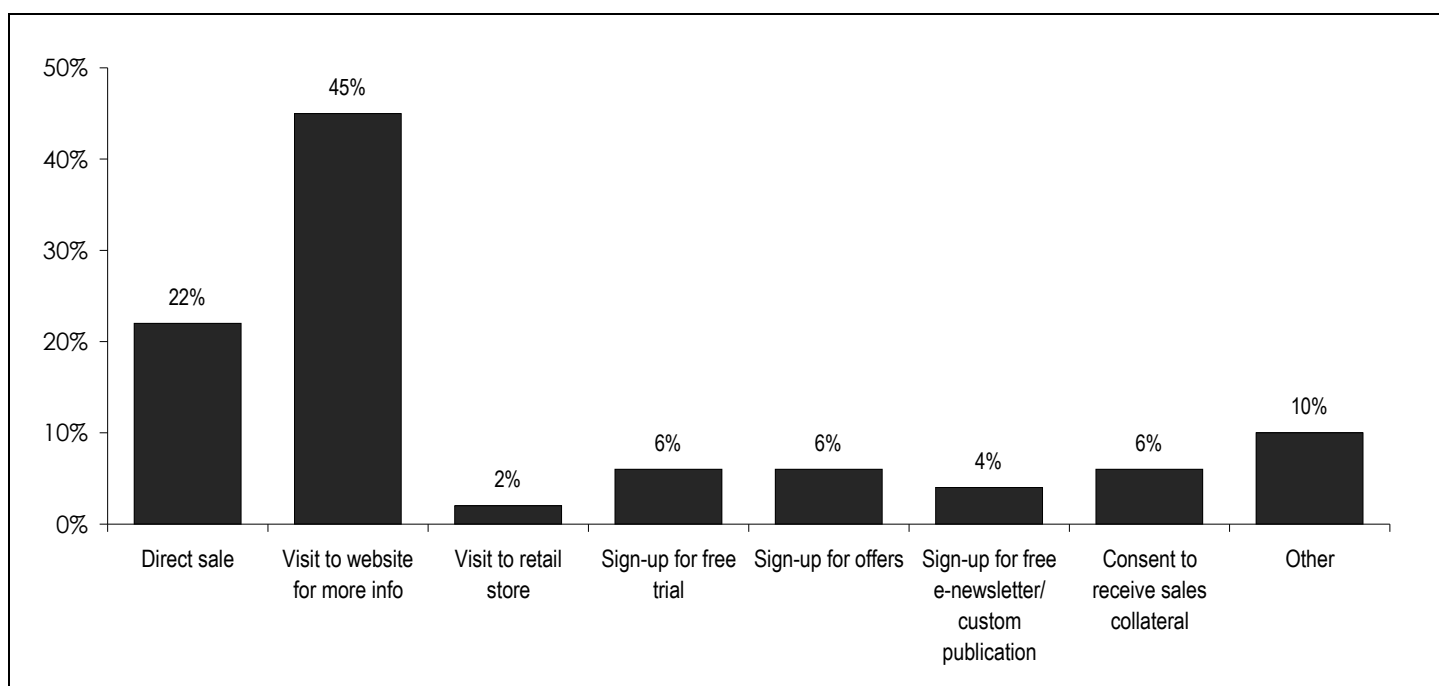
N=48

NOTE: Much of the 'other' category includes forms of lead generation.

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	29.25%	15.17%	32
Click-through rate	10.81%	3.44%	32
Conversion rate	2.95%	1.47%	18
Bounce-back rate	6.89%	7.97%	28
Unsubscribe rate	1.21%	1.46%	30

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

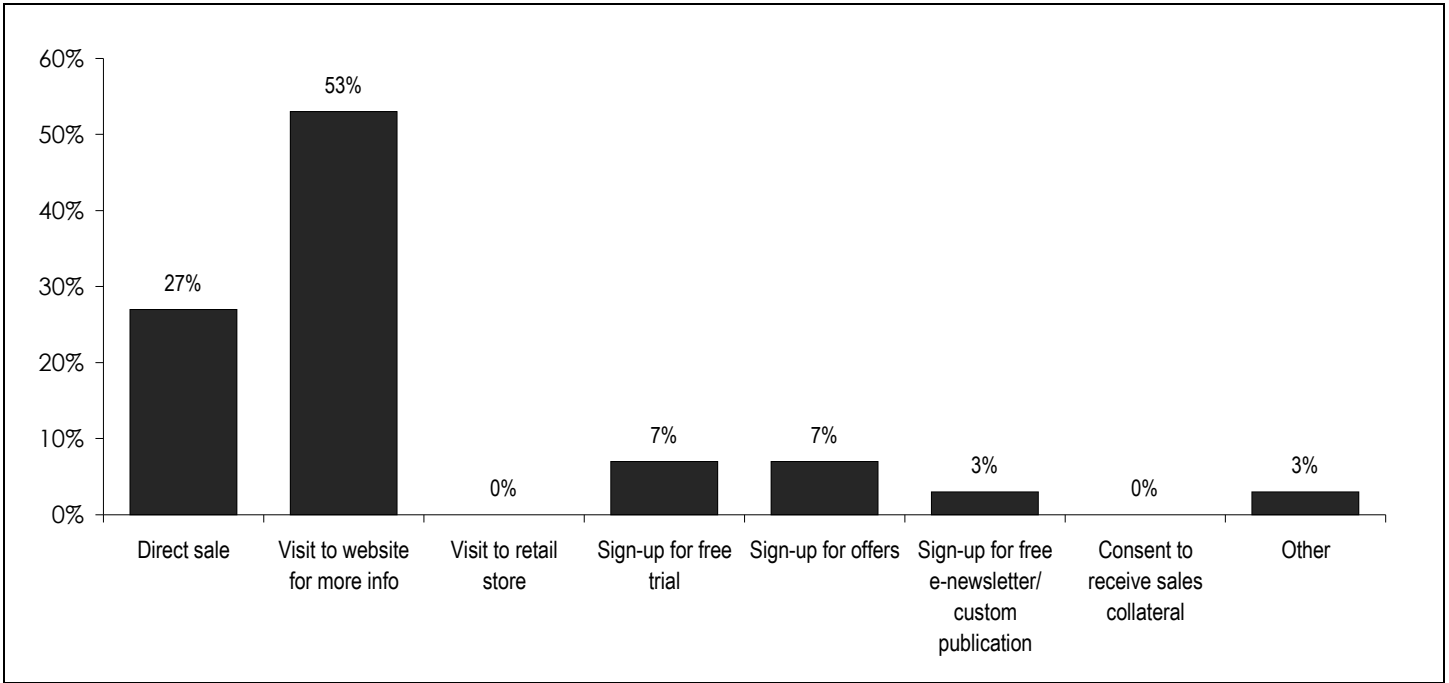


N=51

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$2.79	18
Conversion rate	3.49%	14

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN

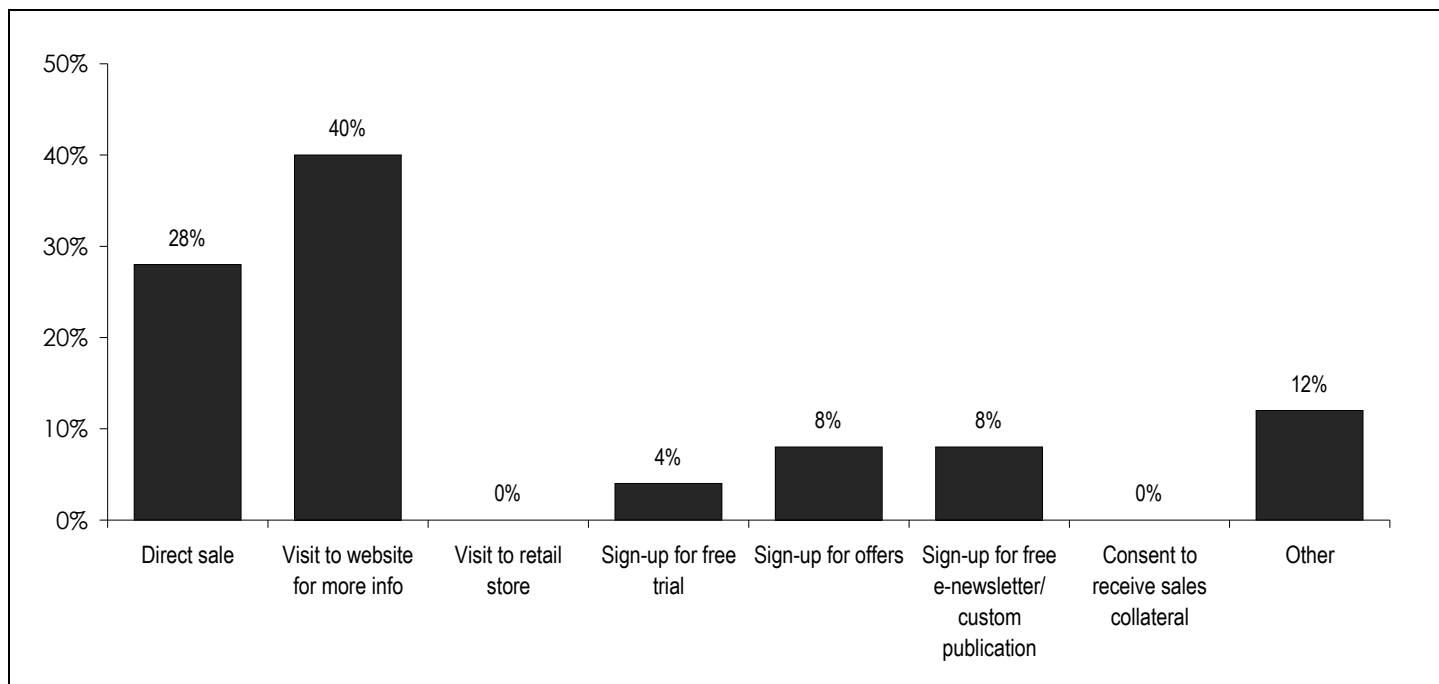


N=30

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	\$29.81	9
CPA	\$28.17	5
Click rate	1.41%	10
Conversion rate	1.51%	5

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

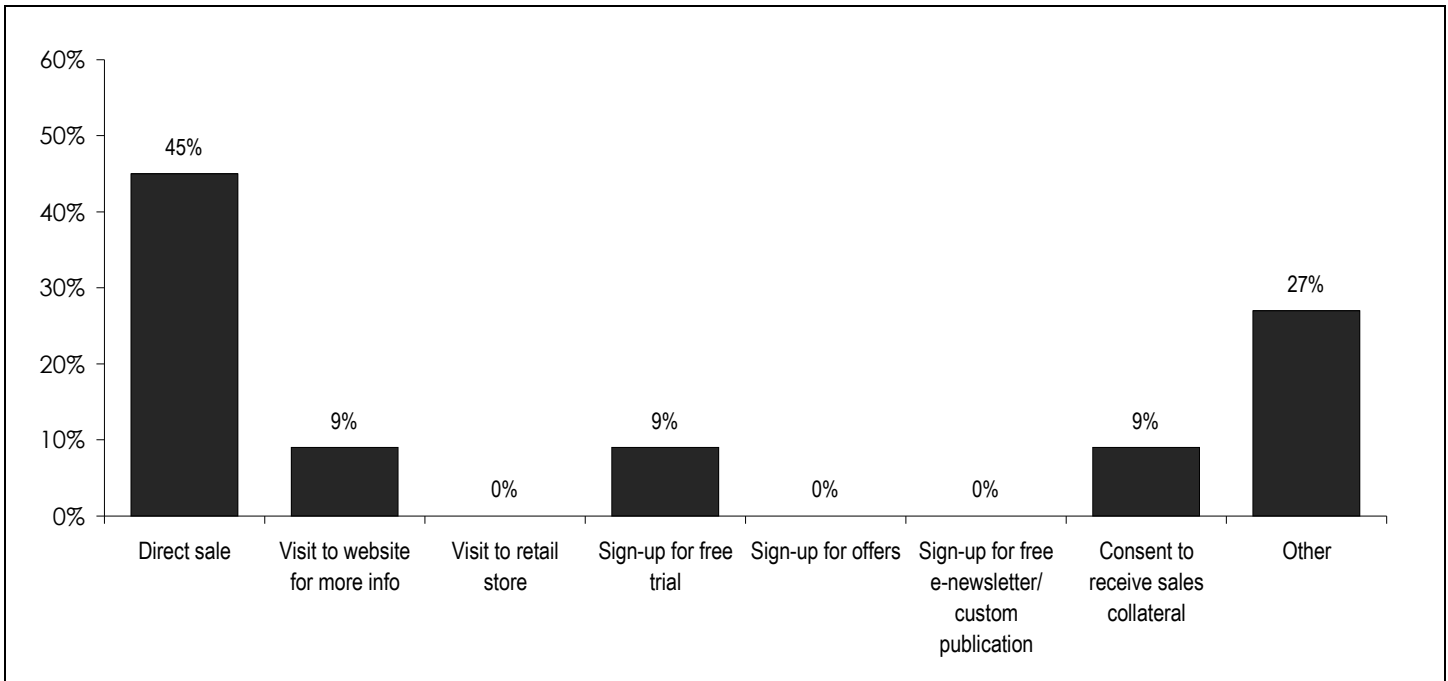


N=25

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	17.38%	\$5.22	8
Prospect Calling	11.40%	\$9.10	9

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



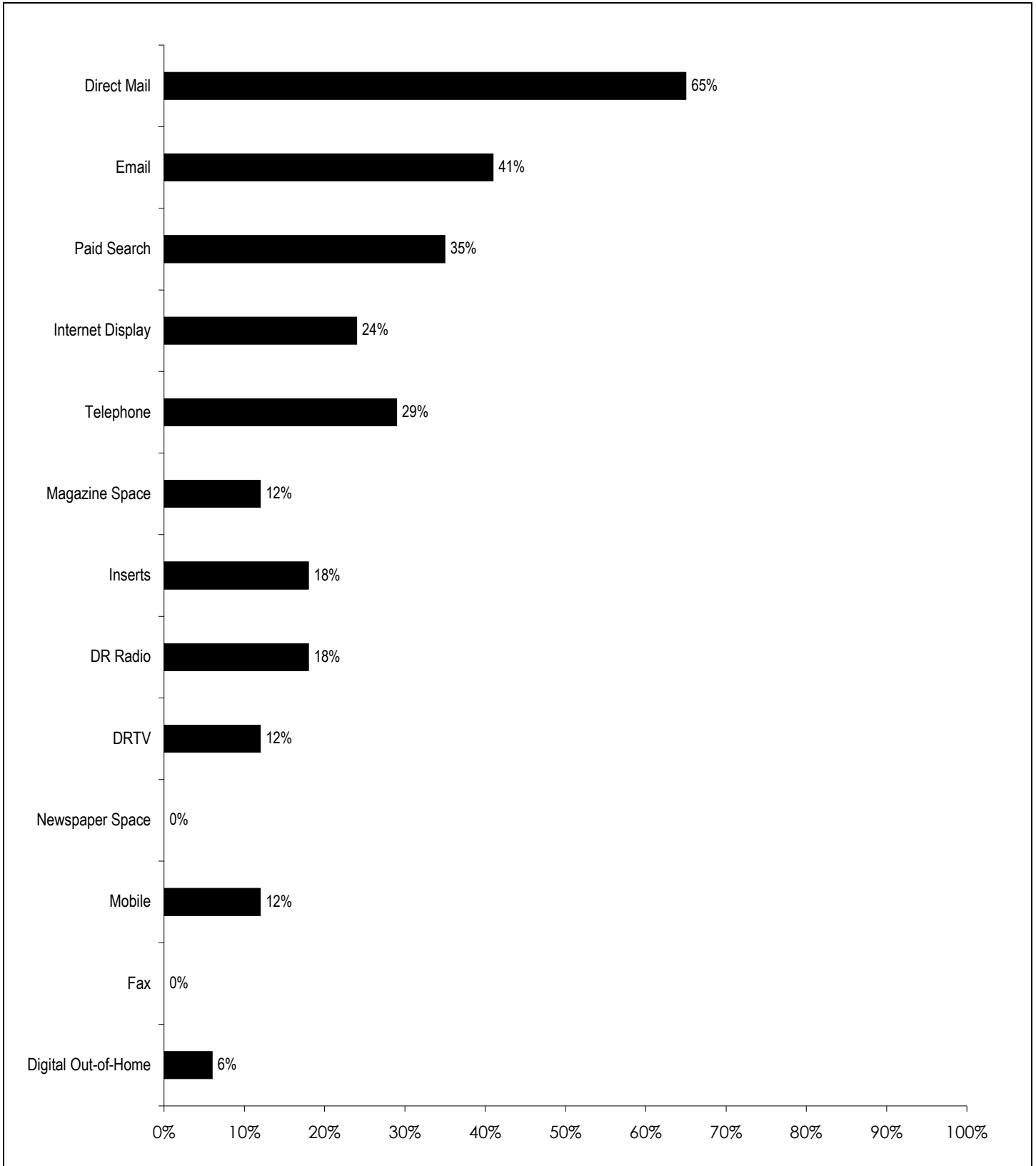
N=22

CONSUMER PACKAGED GOODS

CHAPTER HIGHLIGHTS

- This industry only has 17 respondents, so the data is limited.
- 65% of respondents use direct mail; no other channel had more than half of respondents utilizing it. The median mail volume for a campaign was between 100K and 500K.
- Although only a handful of respondents provided information on direct mail and email averages, response metrics for both fell well below the averages for the overall sample. The average click rate for Internet display, also based on a small sample, came in at 2.92%, which was higher than what the overall sample reported.
- Most campaigns in this space had the primary purpose of generating direct sales.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

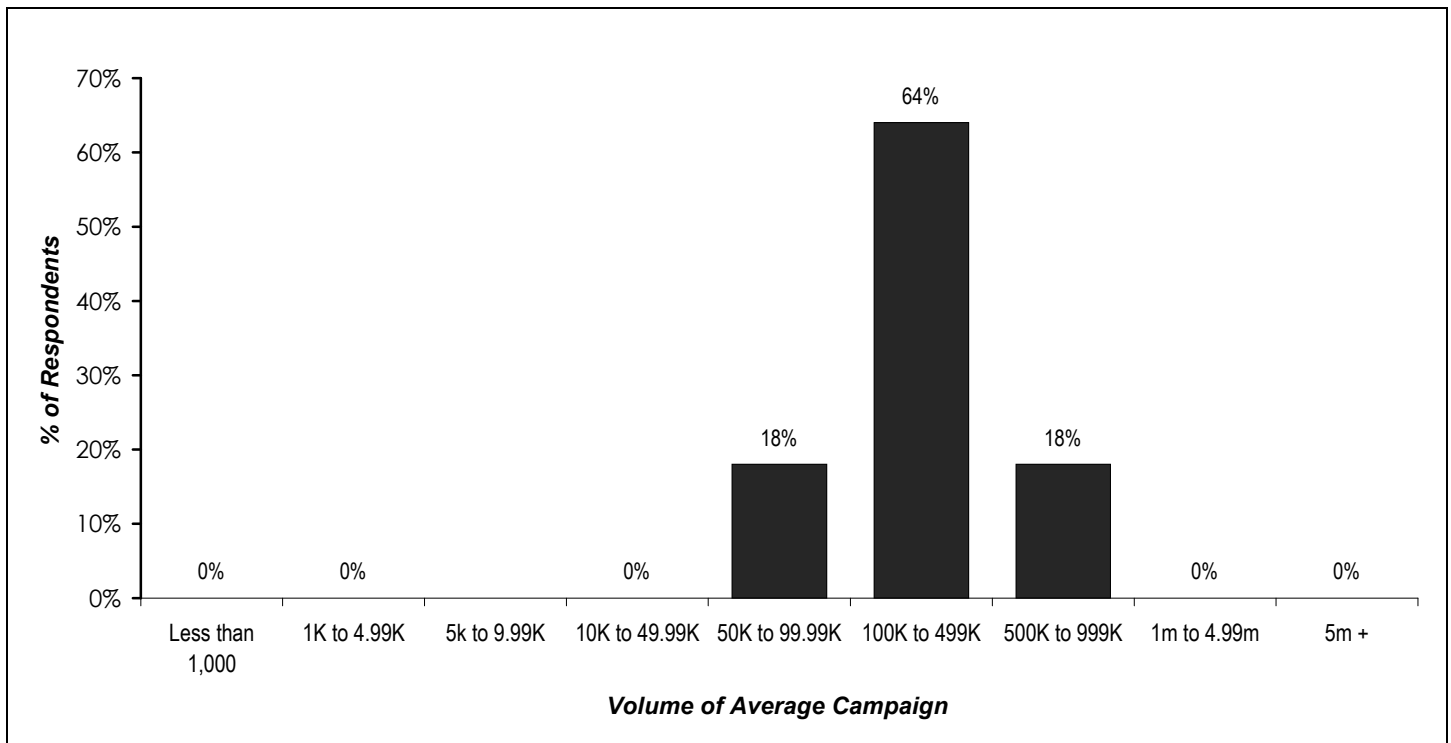


N=17

DIRECT MAIL RESPONSE RATE OVERVIEW

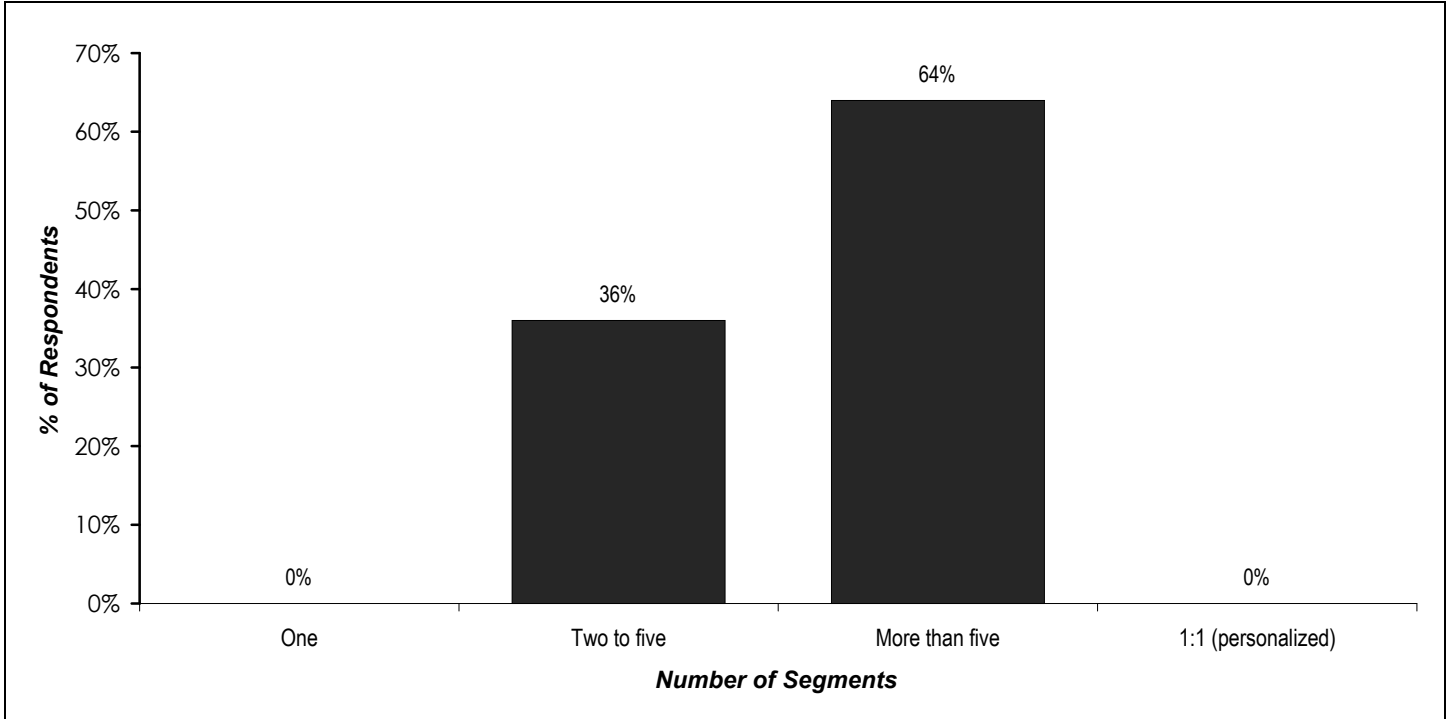
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	0.93%	0.48%	NA	3
Postcard	3.57%	1.33%	\$32.91	6
Dimensional	1.15%	0.43%	\$22.25	3
Catalog	1.27%	0.55%	NA	4

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



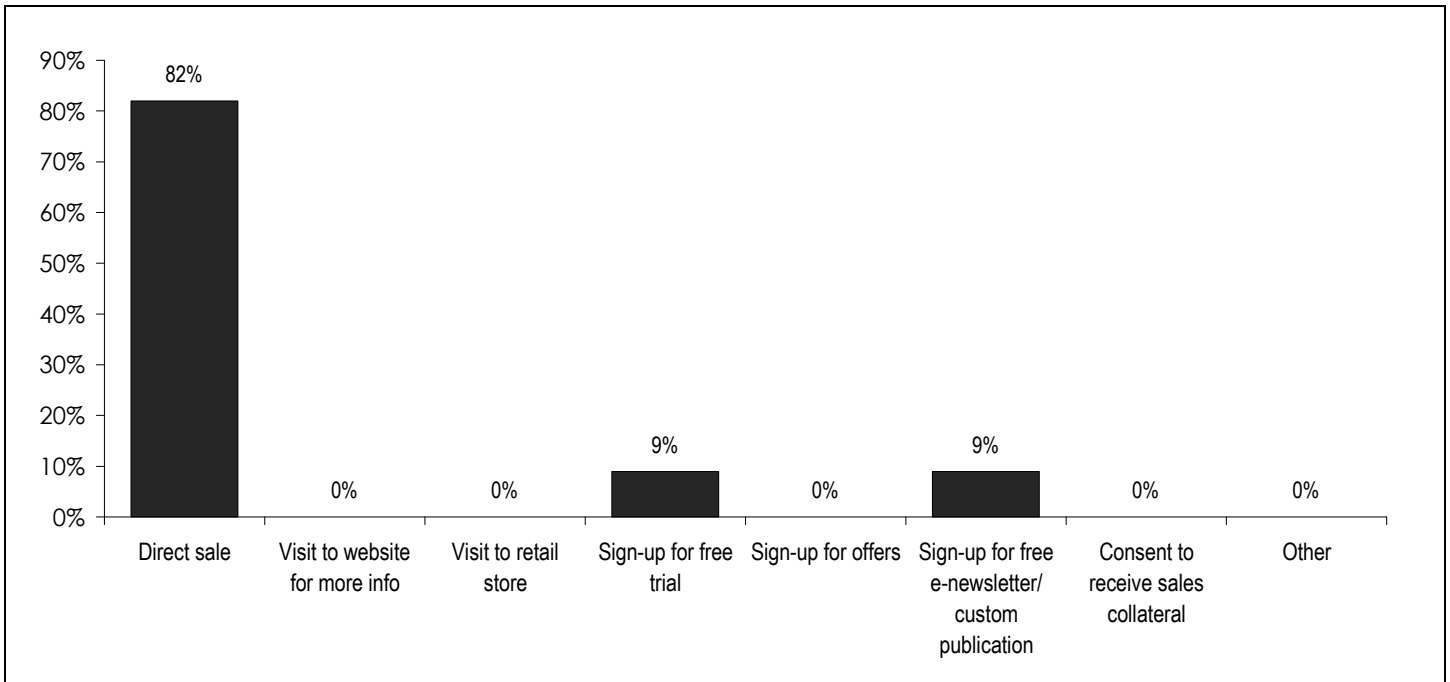
N=11

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=11

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

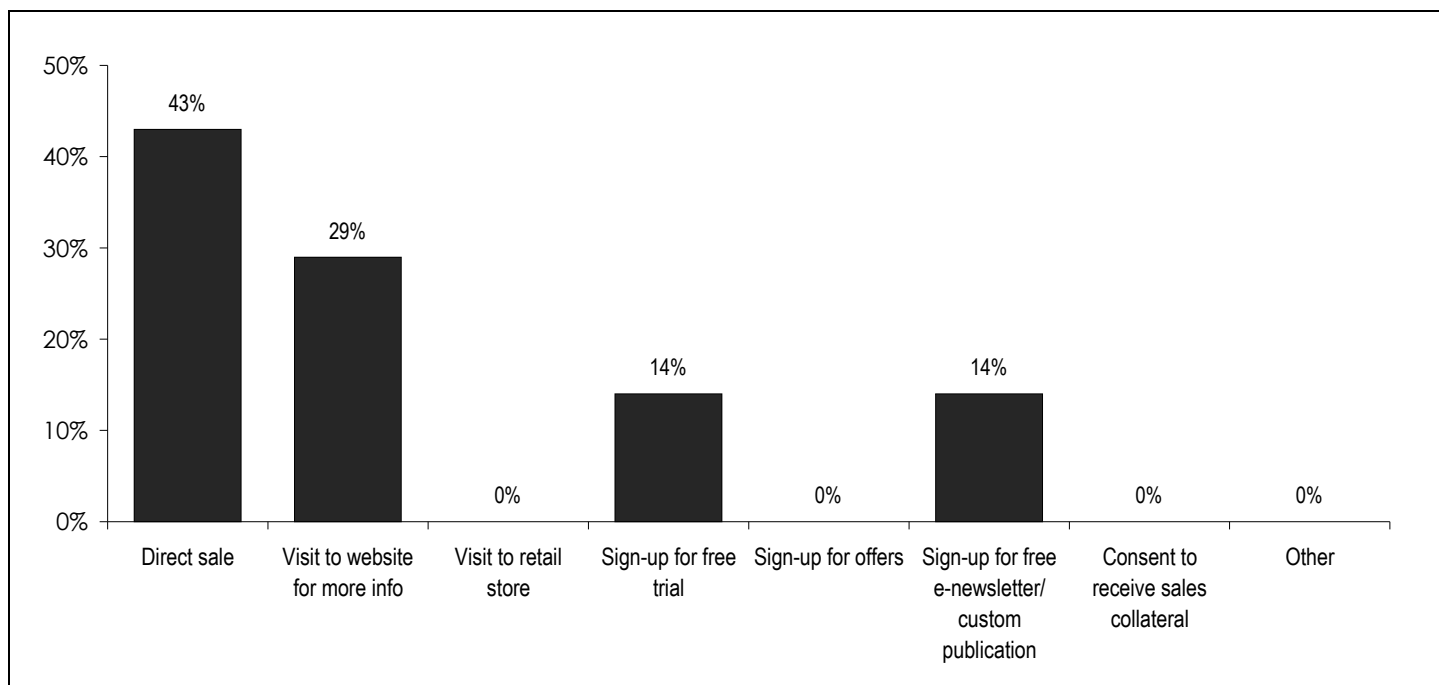


N=11

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	16.76%	NA	5
Click-through rate	1.97%	NA	5
Conversion rate	0.91%	NA	5
Bounce-back rate	1.38%	NA	5
Unsubscribe rate	0.34%	NA	4

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

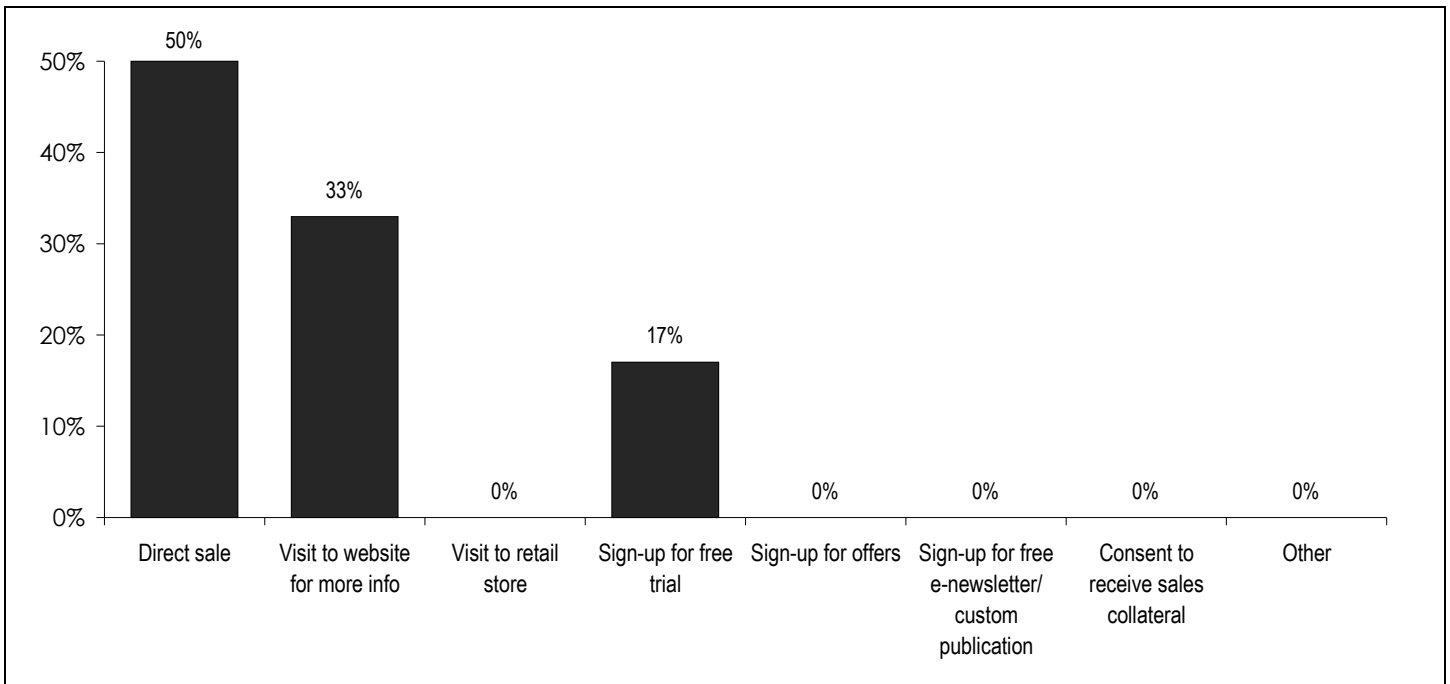


N=7

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	\$5.68	4
CPA	\$24.10	4
Click rate	2.92%	5
Conversion rate	NA	NA

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN



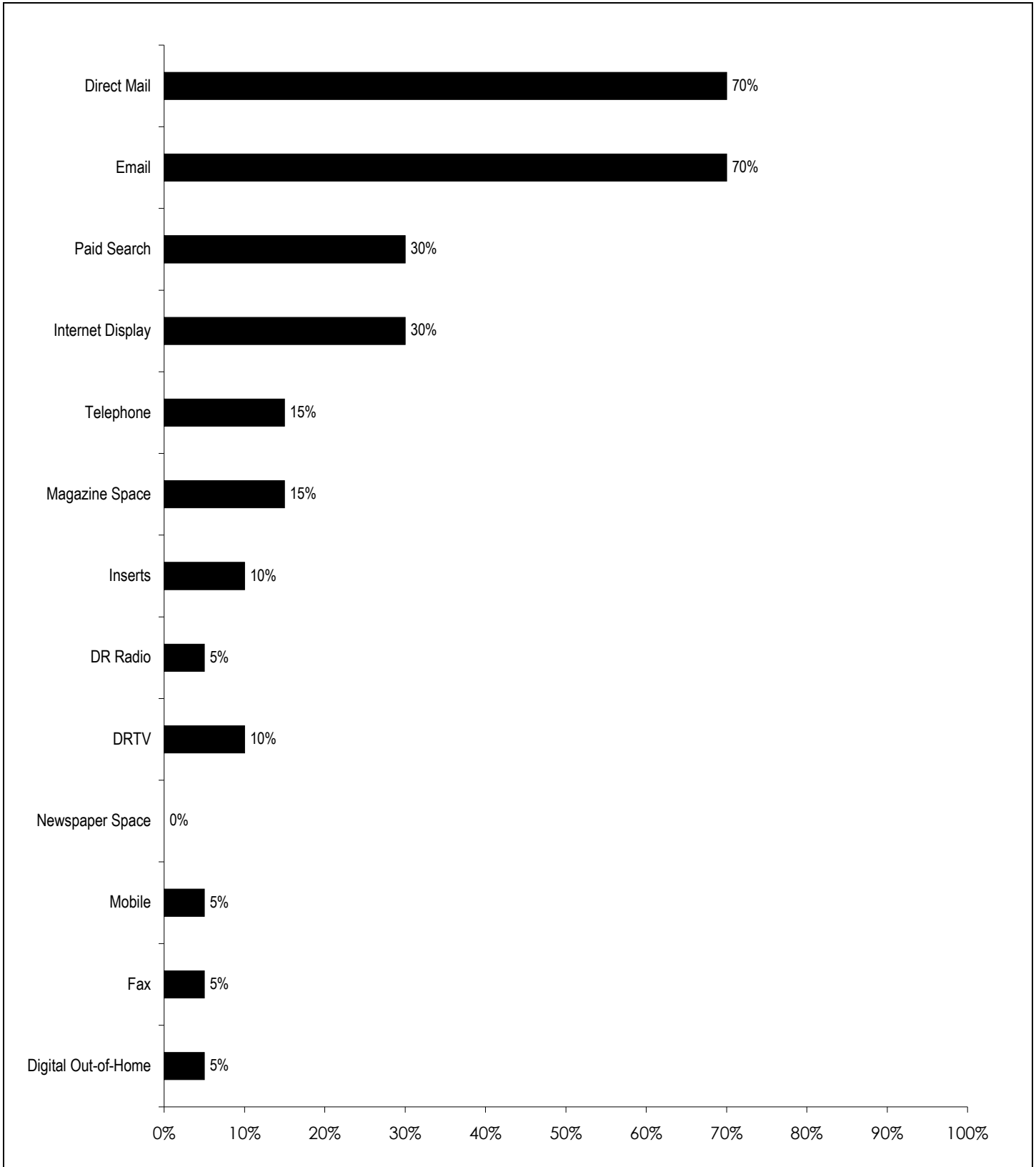
N=6

EDUCATION

CHAPTER HIGHLIGHTS

- 20 respondents are in education, 70% of whom use email and direct mail.
- Although based on a sample size in the single digits, letter-sized envelopes had a higher response rate (3.38% for the house file, 1.98% for the prospect file) than did postcards (2.19% and 0.92%, respectively).
- For direct mail campaigns, the median volume was between 5,000 and 9,999 with two segments.
- Numbers for email are on par with the overall sample.
- Direct mail campaigns mostly had the purpose of driving a direct sale or enrollment; email and paid search, in contrast, aimed to have contacts visit a website for more information.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

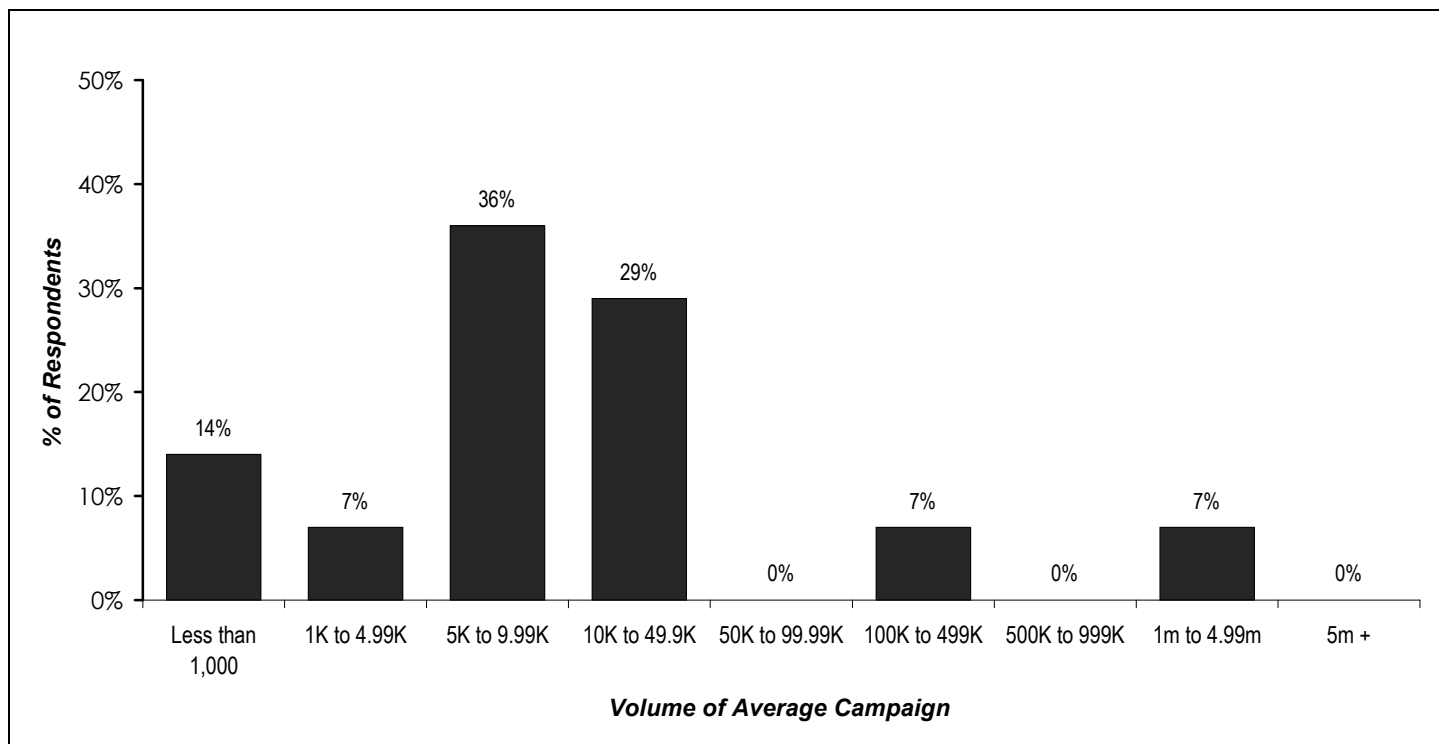


N=20

DIRECT MAIL RESPONSE RATE OVERVIEW

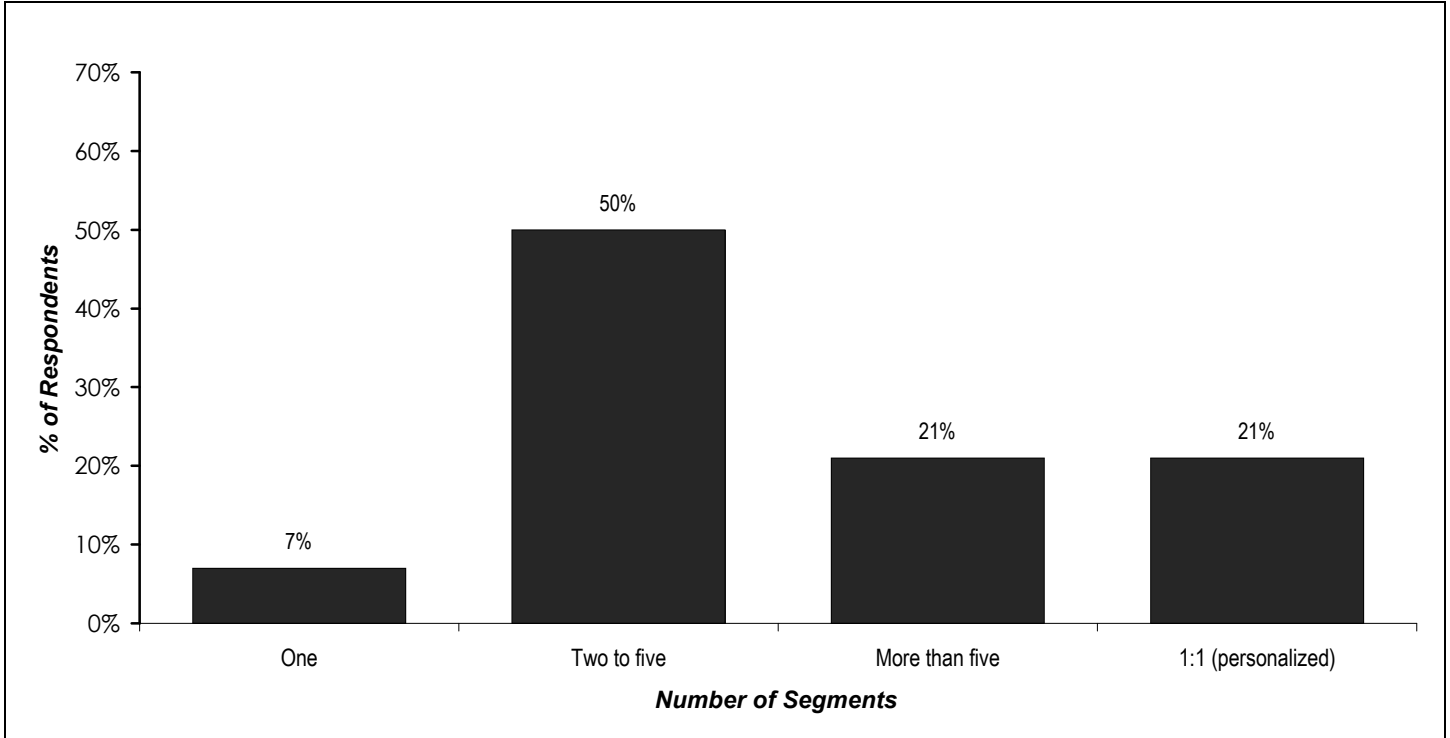
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	3.38%	1.98%	NA	8
Postcard	2.19%	0.92%	NA	6

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



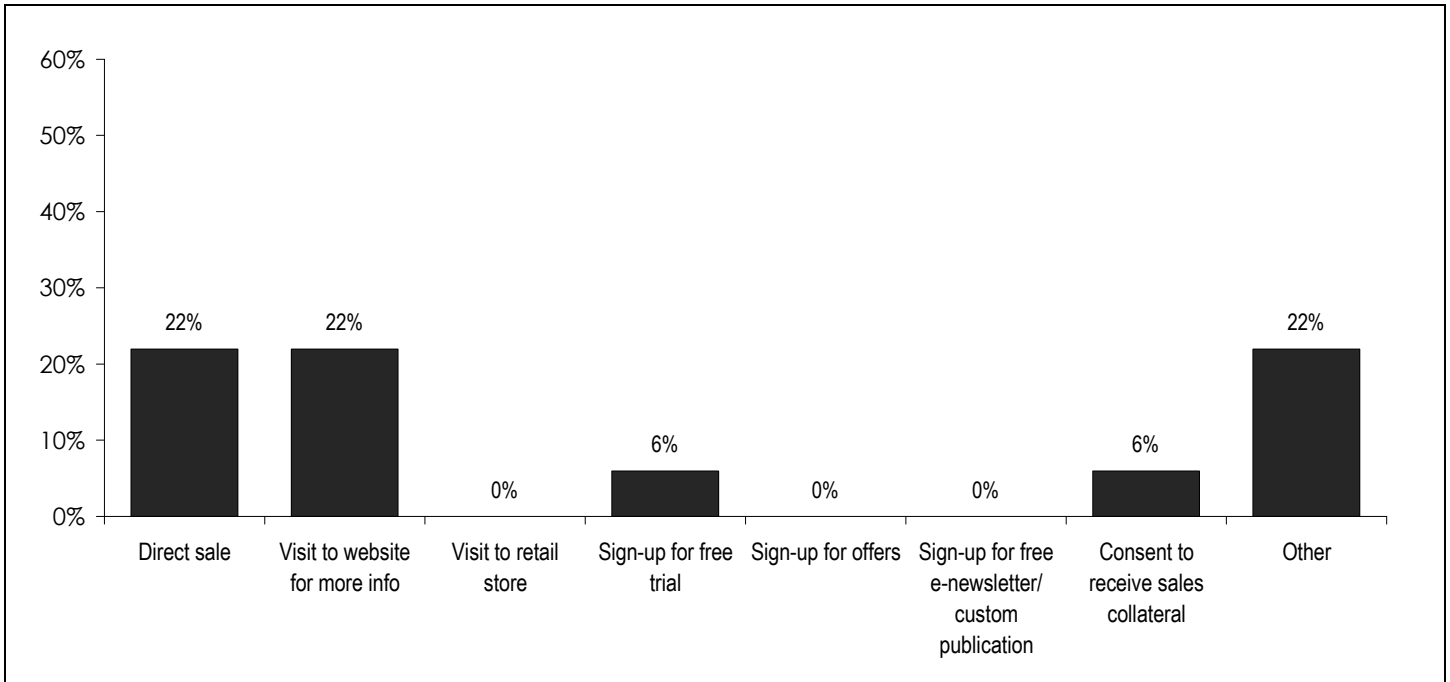
N=14

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=14

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN



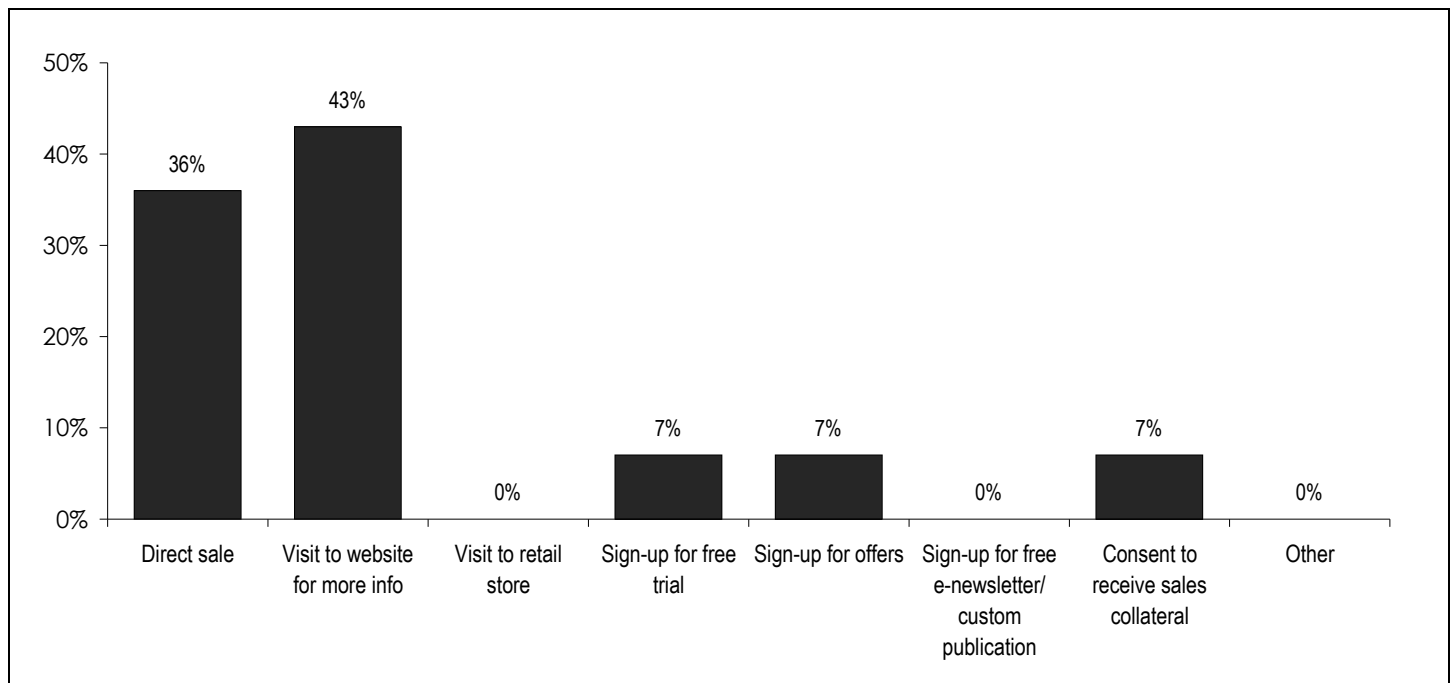
N=18

NOTE: The 'other' category captured enrollment and donations.

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	21.25%	13.50%	9
Click-through rate	12.63%	4.29%	9
Conversion rate	2.01%	0.31%	6
Bounce-back rate	1.25%	3.60%	5
Unsubscribe rate	0.90%	1.18%	6

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

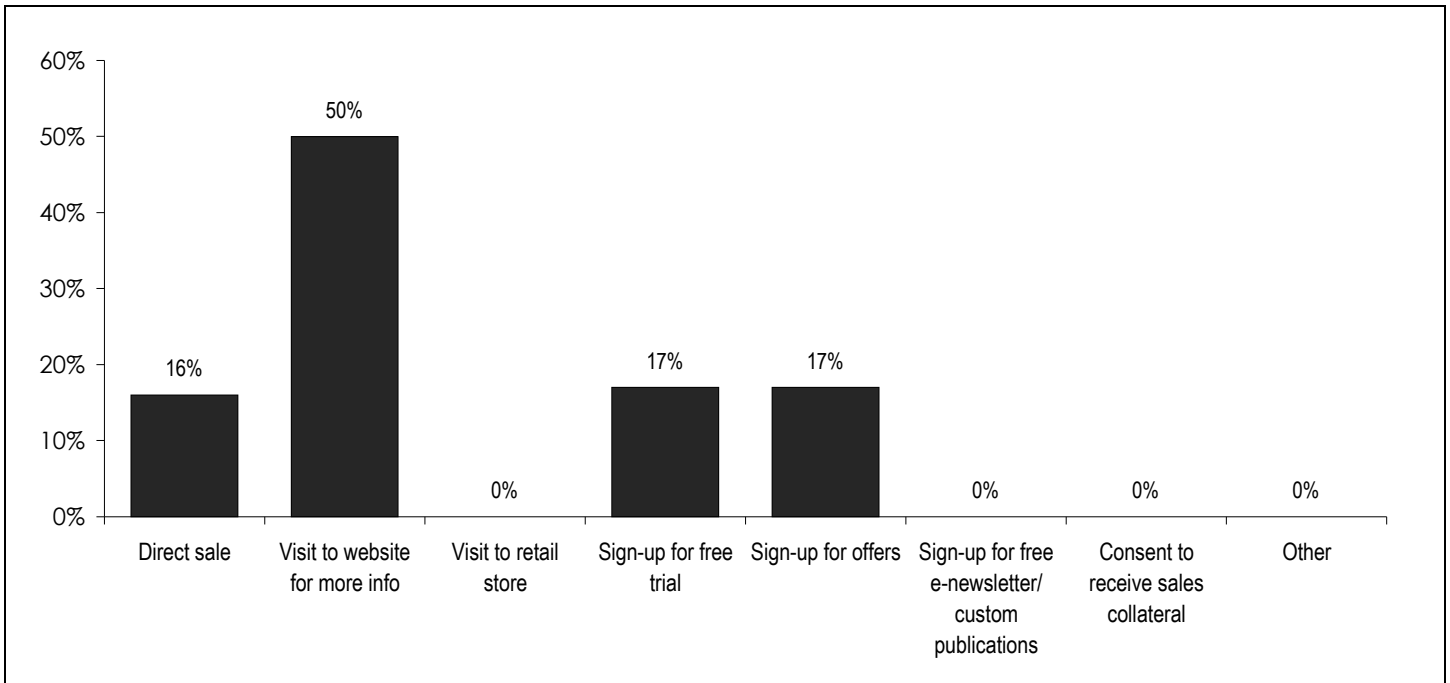


N=14

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$1.80	6
Conversion rate	1.78%	4

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN



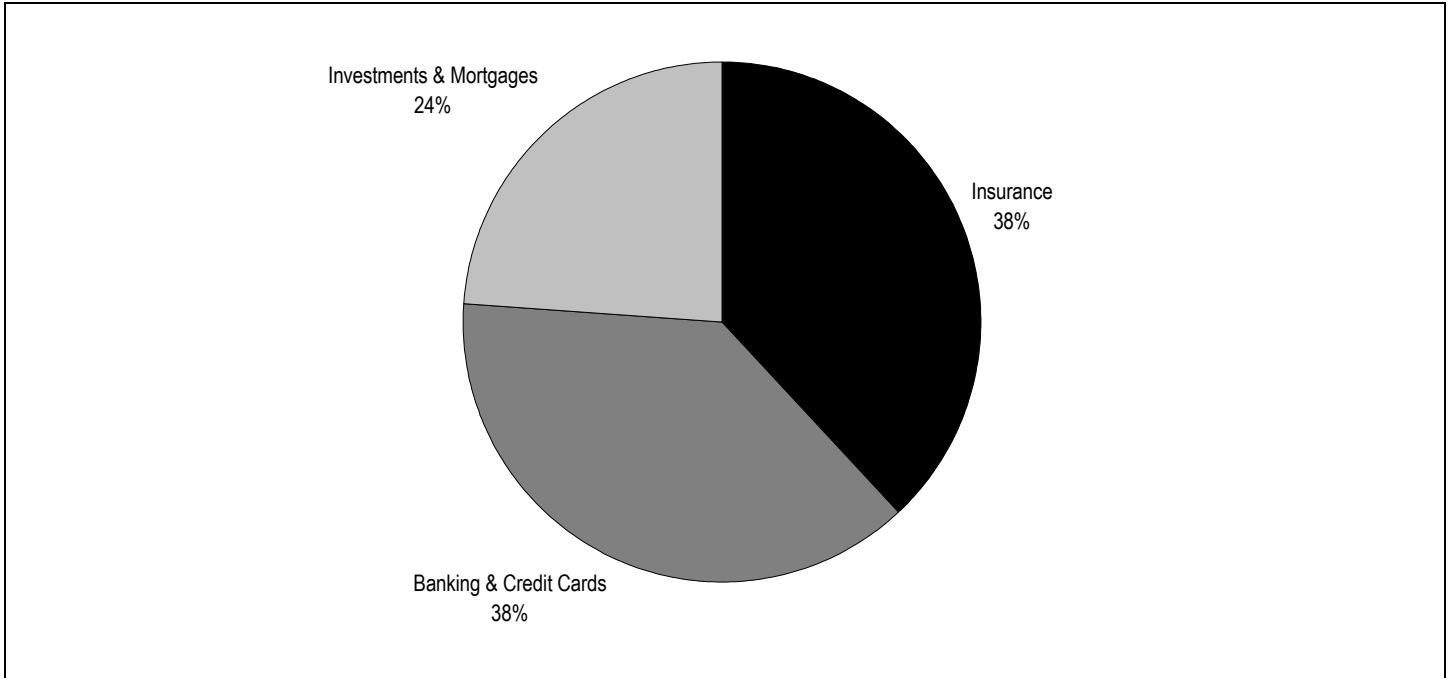
N=6

FINANCIAL SERVICES

CHAPTER HIGHLIGHTS

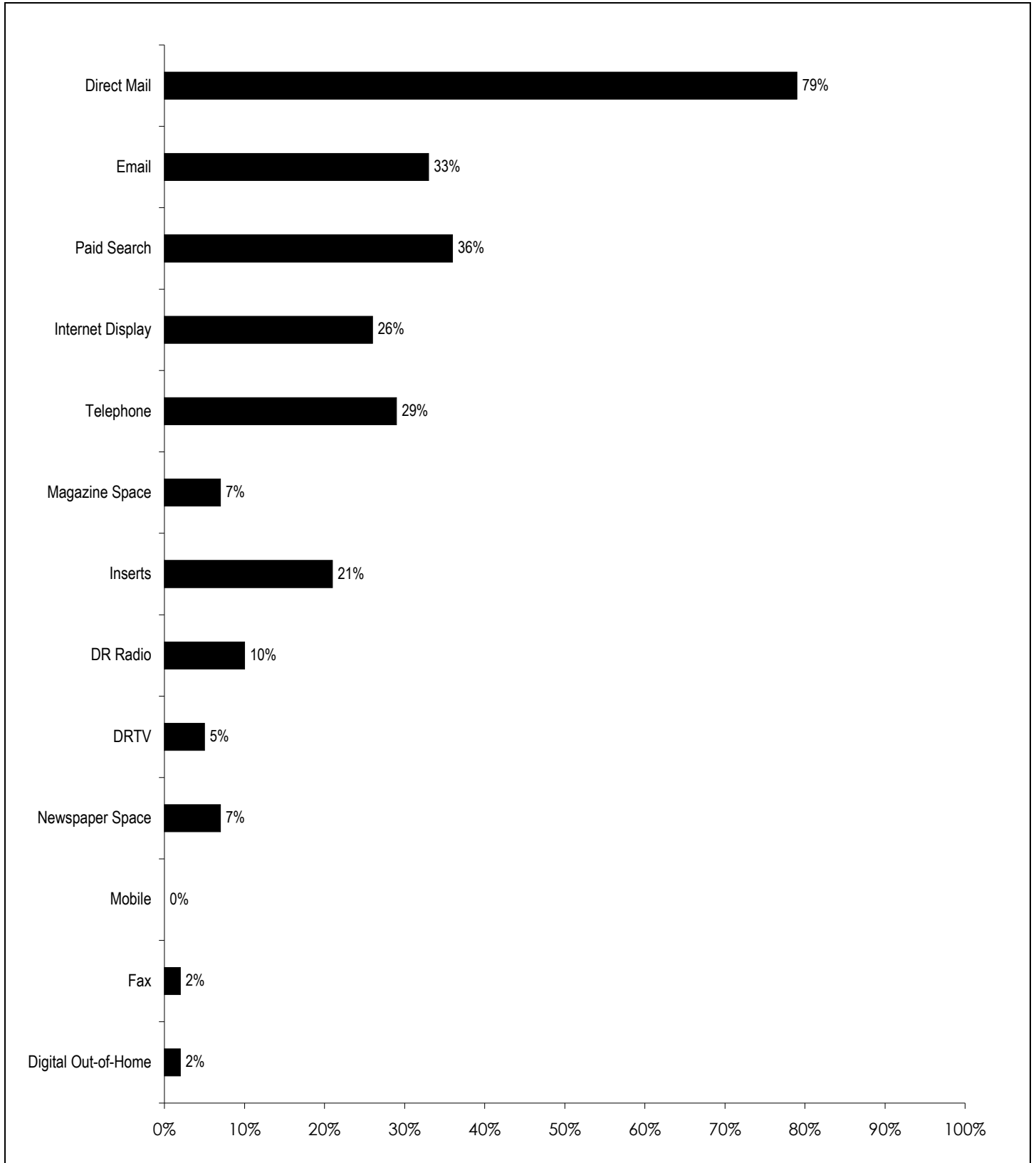
- Nearly 80% of the 42 respondents in the financial services area use direct mail, whereas no other channel is used by much more than a third of respondents (paid search by 36%). Over 70% of these direct mail campaigns had the intention of producing a direct sale or driving a contact to a retail store.
- Direct mail campaigns in the financial services area are marked by higher volumes and lower response rates than the overall average, with the median volume roughly 100,000, and response rates for letters at 2.66% to a house list and 1.01% to a prospect list.
- For email campaigns, performance for campaigns to a house list far exceeded that for campaigns to a prospect list. The spread for open rate for instance was 21.44% vs. 5.39%. The conversion rate for both house list and prospect list were below overall averages, although this is based on a small sample.
- CPC for paid search was an above-average \$5.62, but it produced a high conversion rate of 8.79%.
- Click rates for Internet display ads averaged 0.79%, although this is based on only six responses.
- At 3.22% for cross-selling/up-selling telephone calls and 2.23% for prospect calls, the response rate benchmark fell well below that for the overall sample.

DISTRIBUTION OF FINANCIAL SERVICES RESPONDENTS



N=42

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

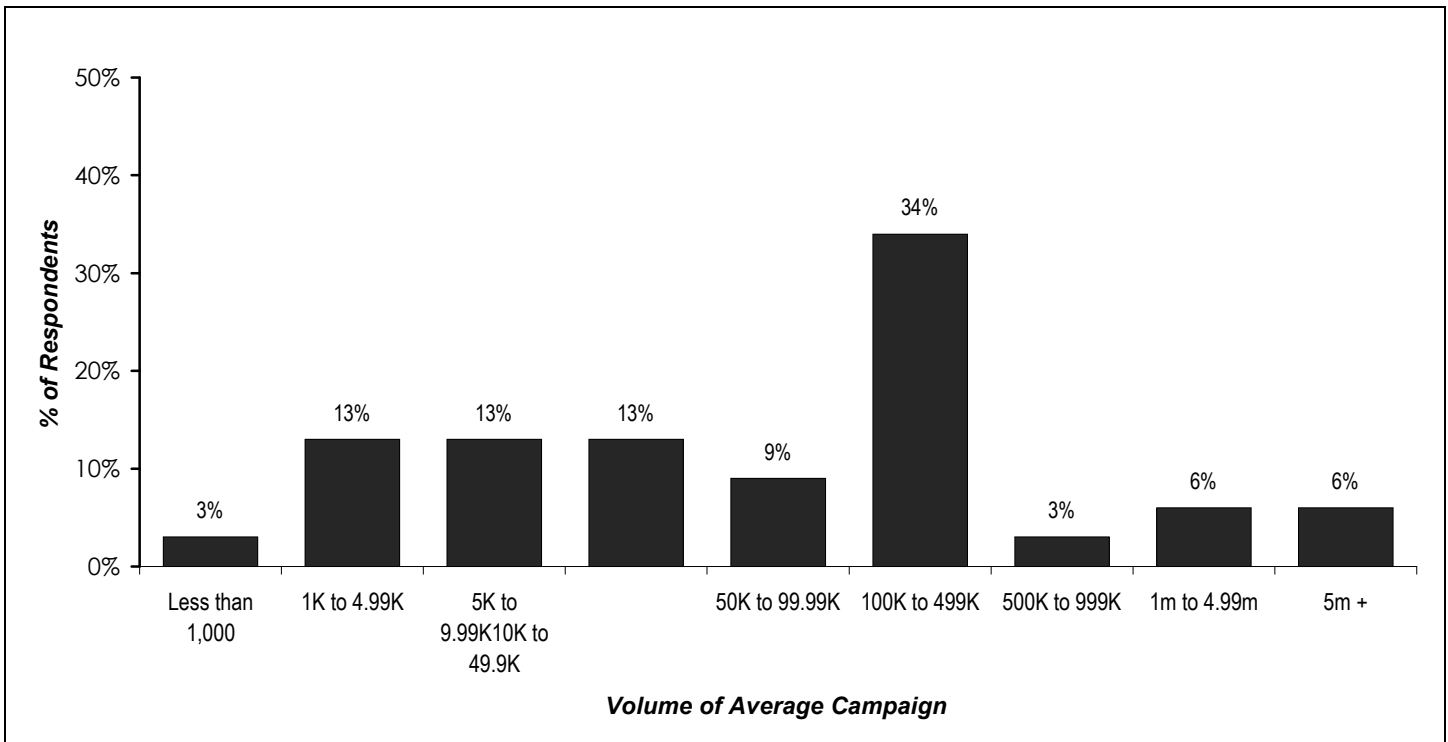


N=42

DIRECT MAIL RESPONSE RATE OVERVIEW

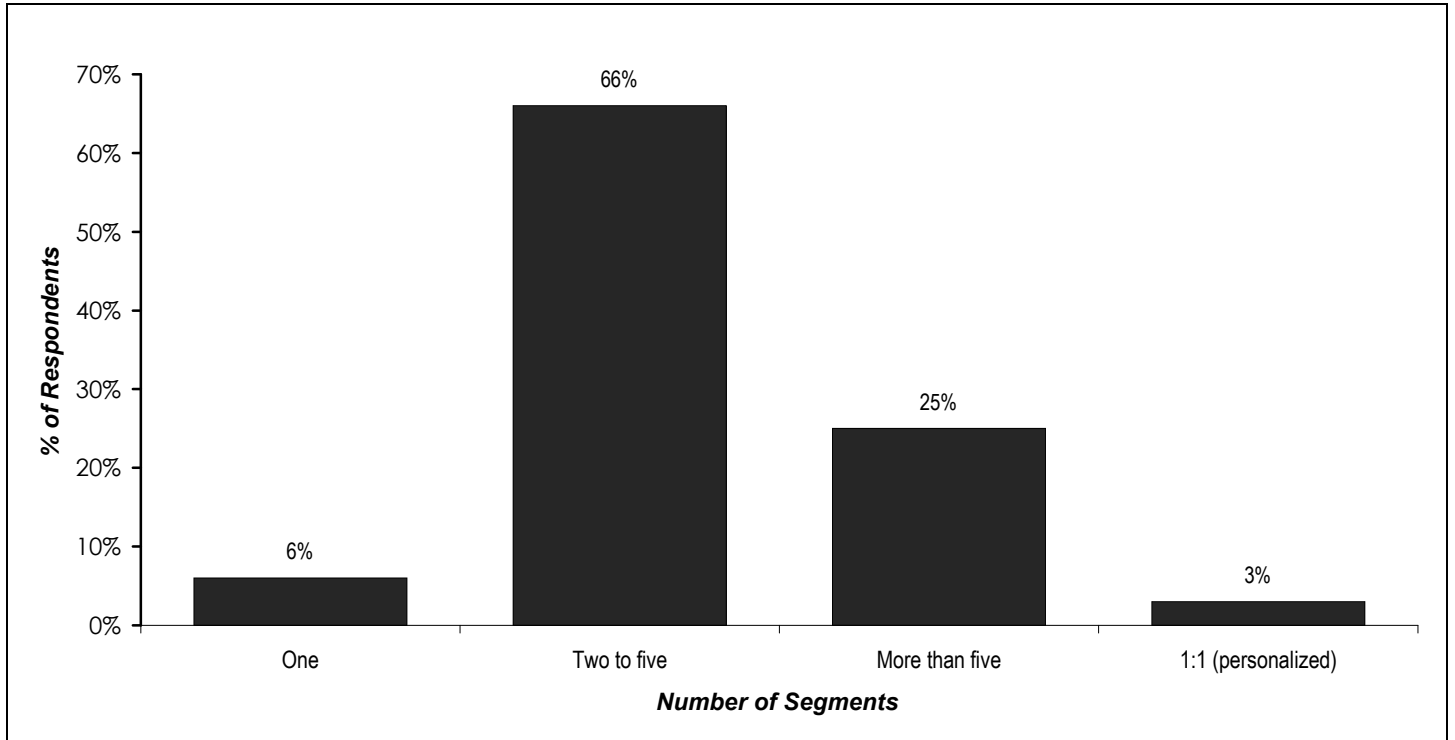
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	2.66%	1.01%	\$32.75	24
Postcard	3.19%	1.69%	\$44.88	14
Oversized envelope	2.43%	1.10%	\$38.92	5

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



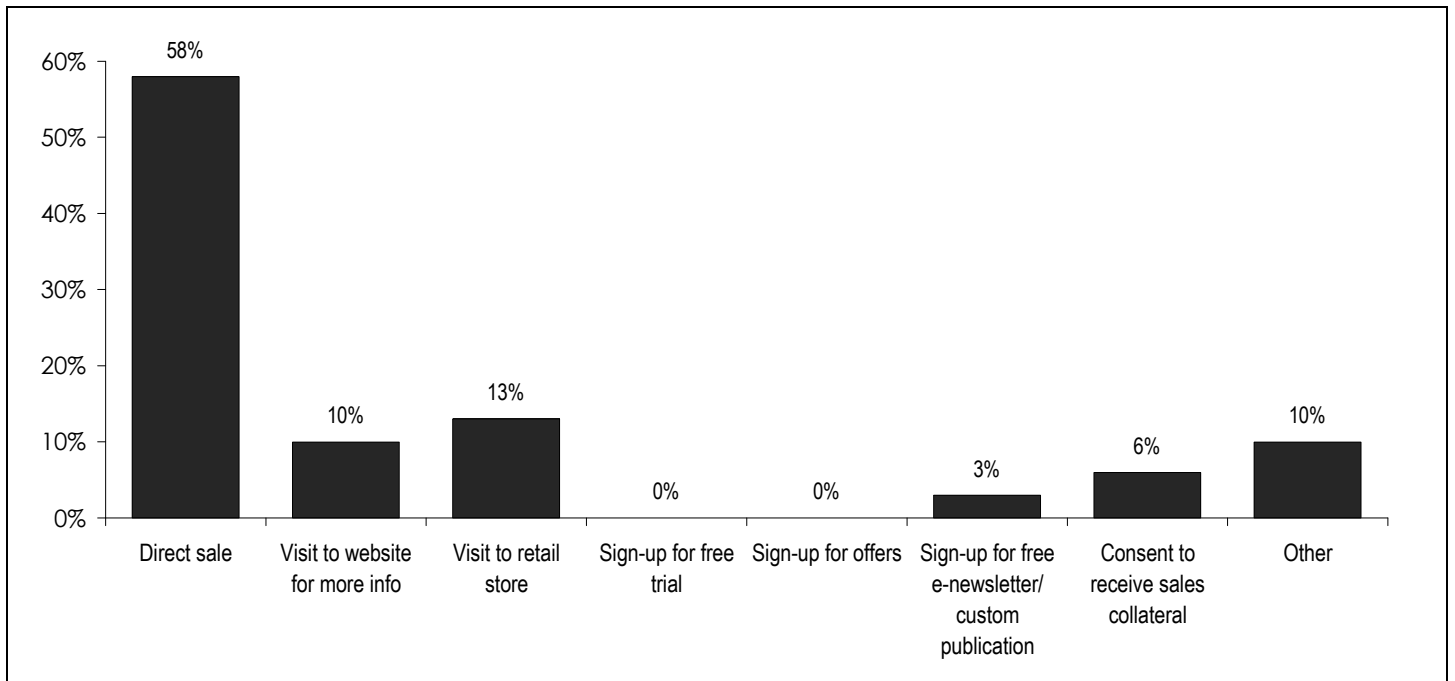
N=32

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=32

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

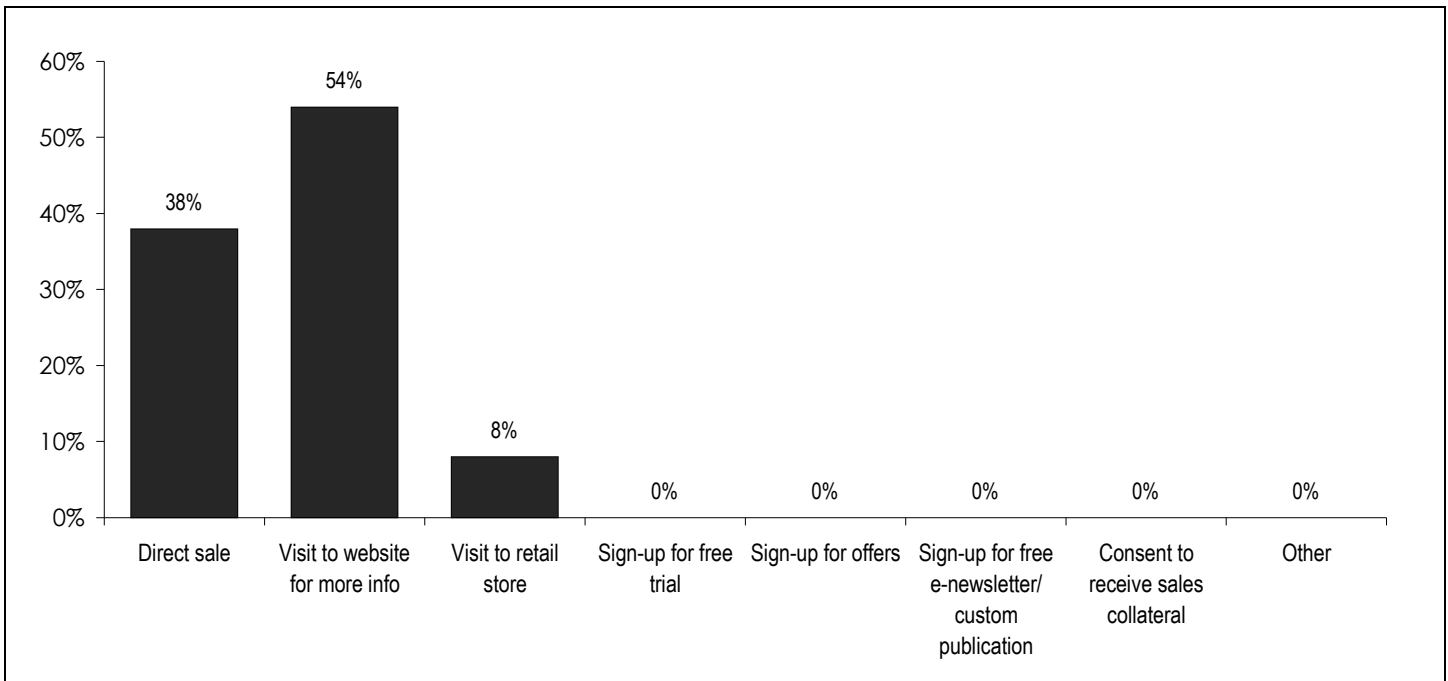


N=31

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	21.44%	5.39%	12
Click-through rate	5.30%	2.13%	11
Conversion rate	1.03%	0.33%	6
Bounce-back rate	1.39%	1.47%	8
Unsubscribe rate	0.40%	0.53%	7

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

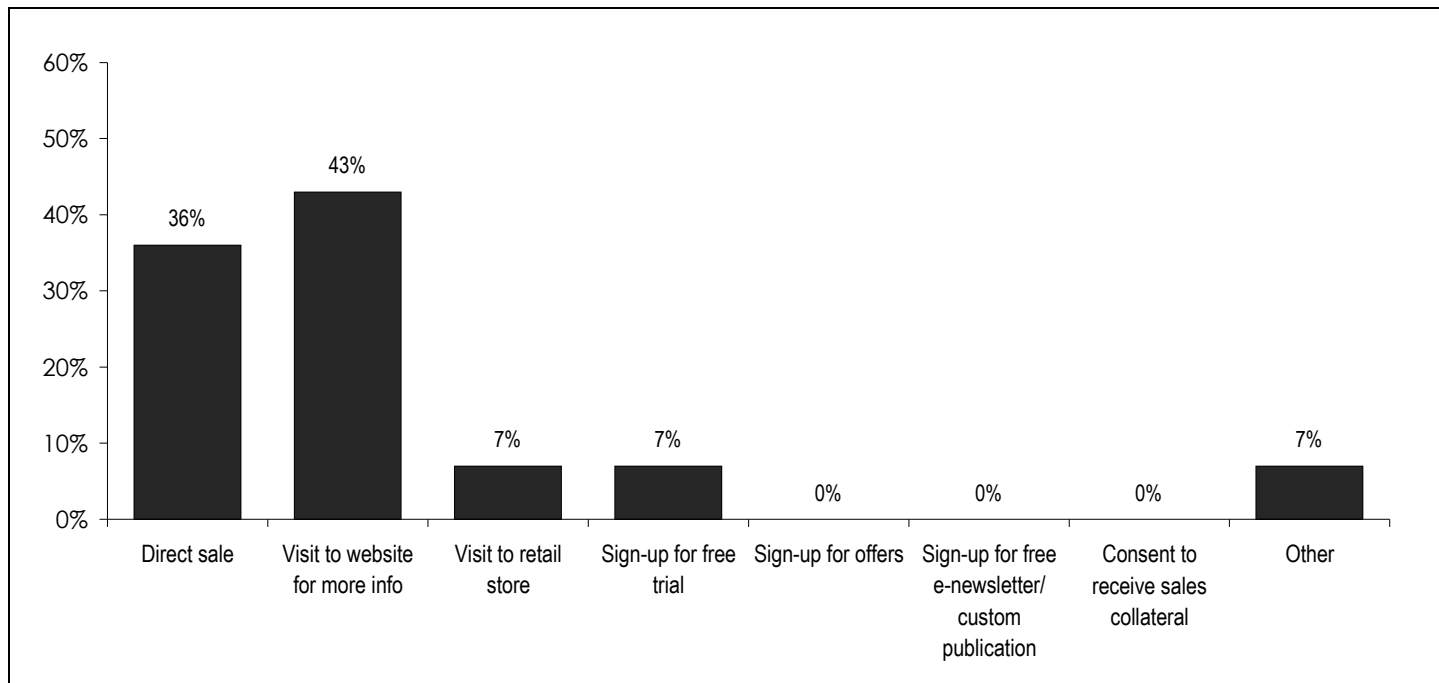


N=13

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$5.62	10
Conversion rate	8.79%	9

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN

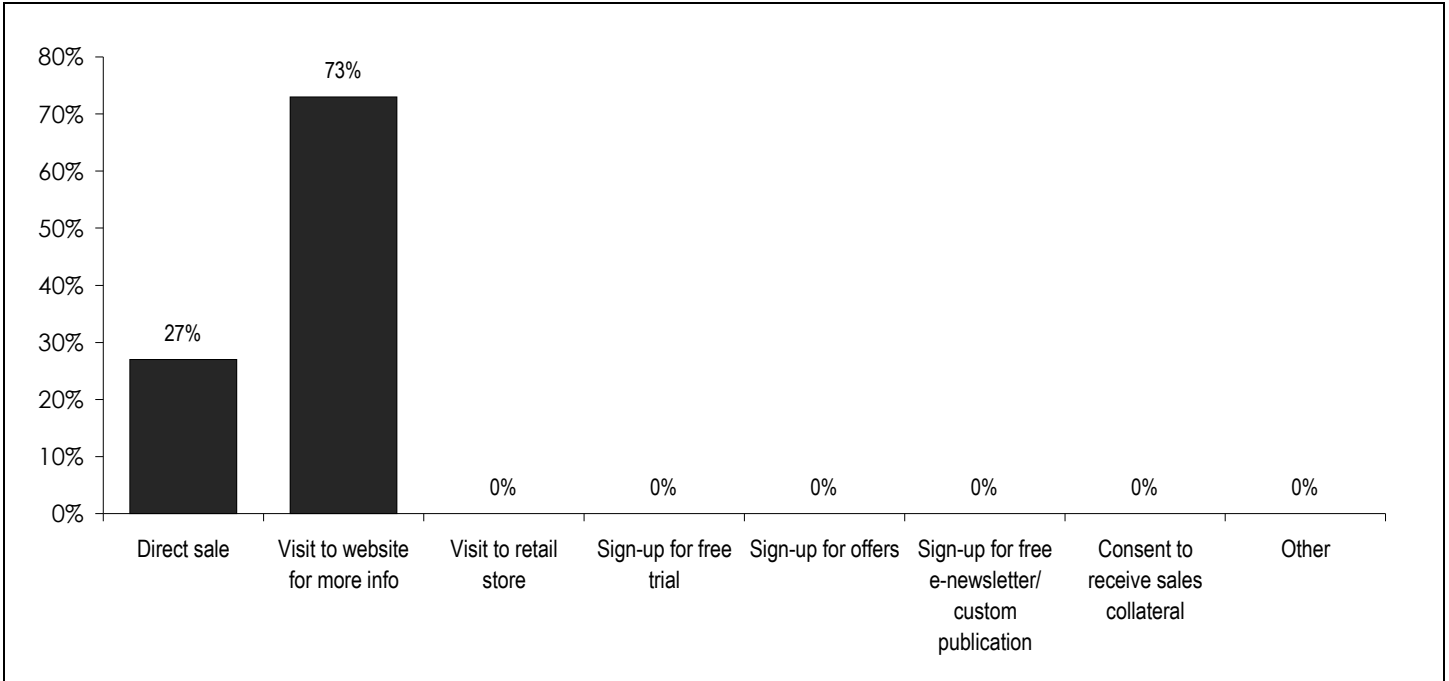


N=14

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	\$4.09	3
CPA	\$57.44	5
Click rate	0.79%	6
Conversion rate	1.59%	3

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

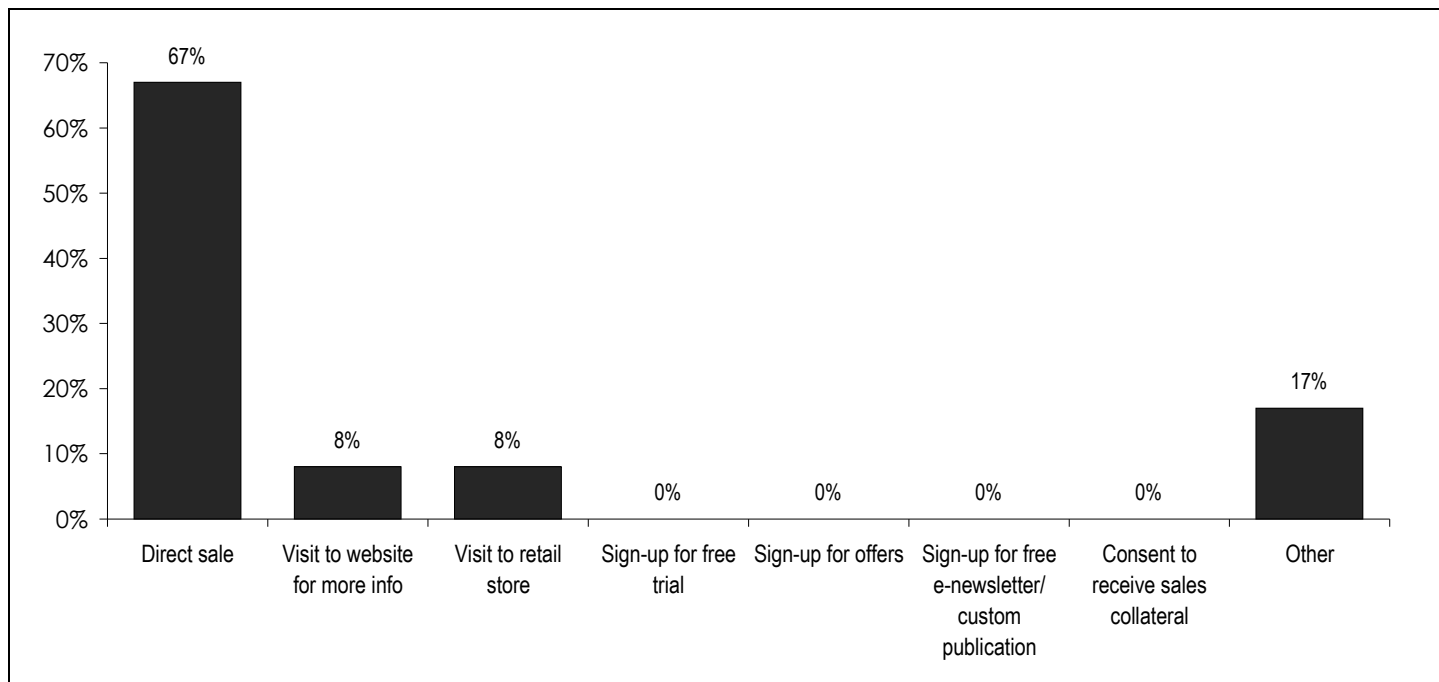


N=11

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	3.22%	\$3.25	5
Prospect Calling	2.23%	\$35.18	8

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



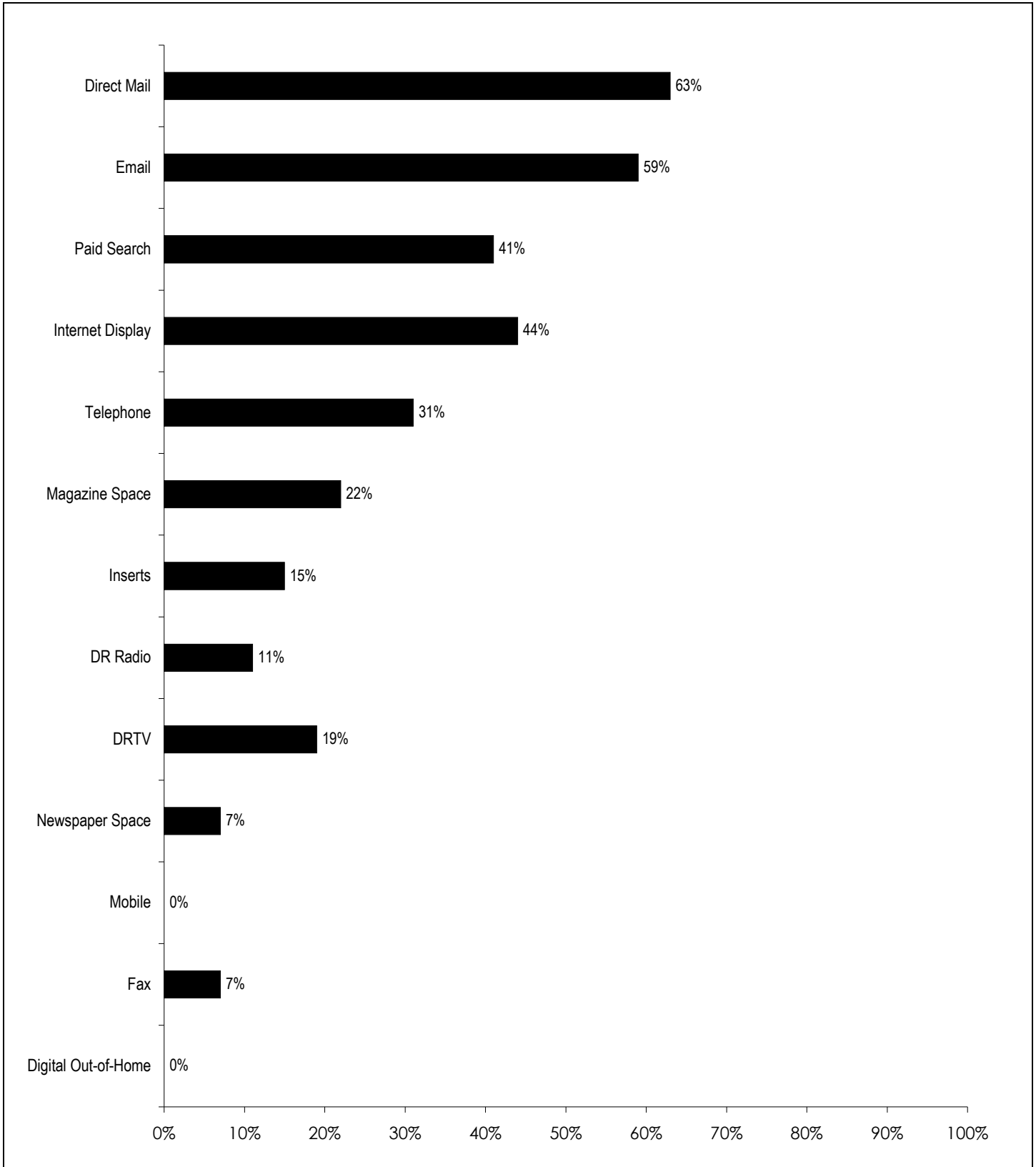
N=12

HEALTH CARE & PHARMACEUTICALS

CHAPTER HIGHLIGHTS

- The majority of the 27 respondents in this vertical used direct mail (63%) and email (59%). A high percentage (19%) also used DRTV.
- Response rates to direct mail campaigns are on the low end: 1.39% to house lists and 0.84% to prospects for envelope-sized letters, 1.54% and 0.96% for postcards. The median volume was between 50,000 and 99,999, most with the intent of producing a direct sale.
- Although based on a small sample, the average open rate (17.19%) and click-through rate (4.33%) of email campaigns were below those found for the overall sample, although the conversion rate was higher (3.57%).
- Paid search had only seven respondents with widely divergent CPC's, all of which fell within two standard deviations. The average for this sample is an extremely high \$25.27, with a response rate of 11.00%.
- Internet display ads and telephone have been included, but sample sizes are too low for any conclusions for these media.

PERCENTAGE OF RESPONDENT USING EACH MEDIUM

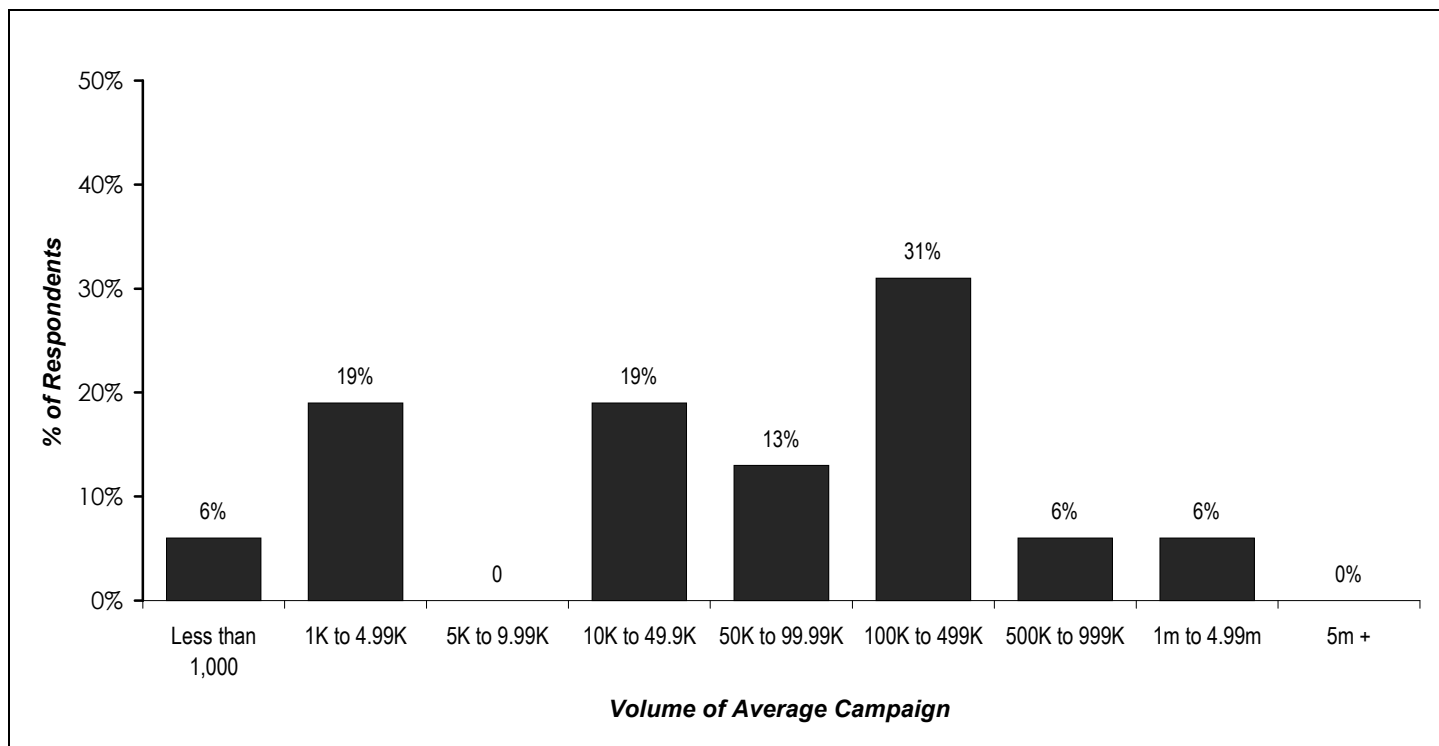


N=27

DIRECT MAIL RESPONSE RATE OVERVIEW

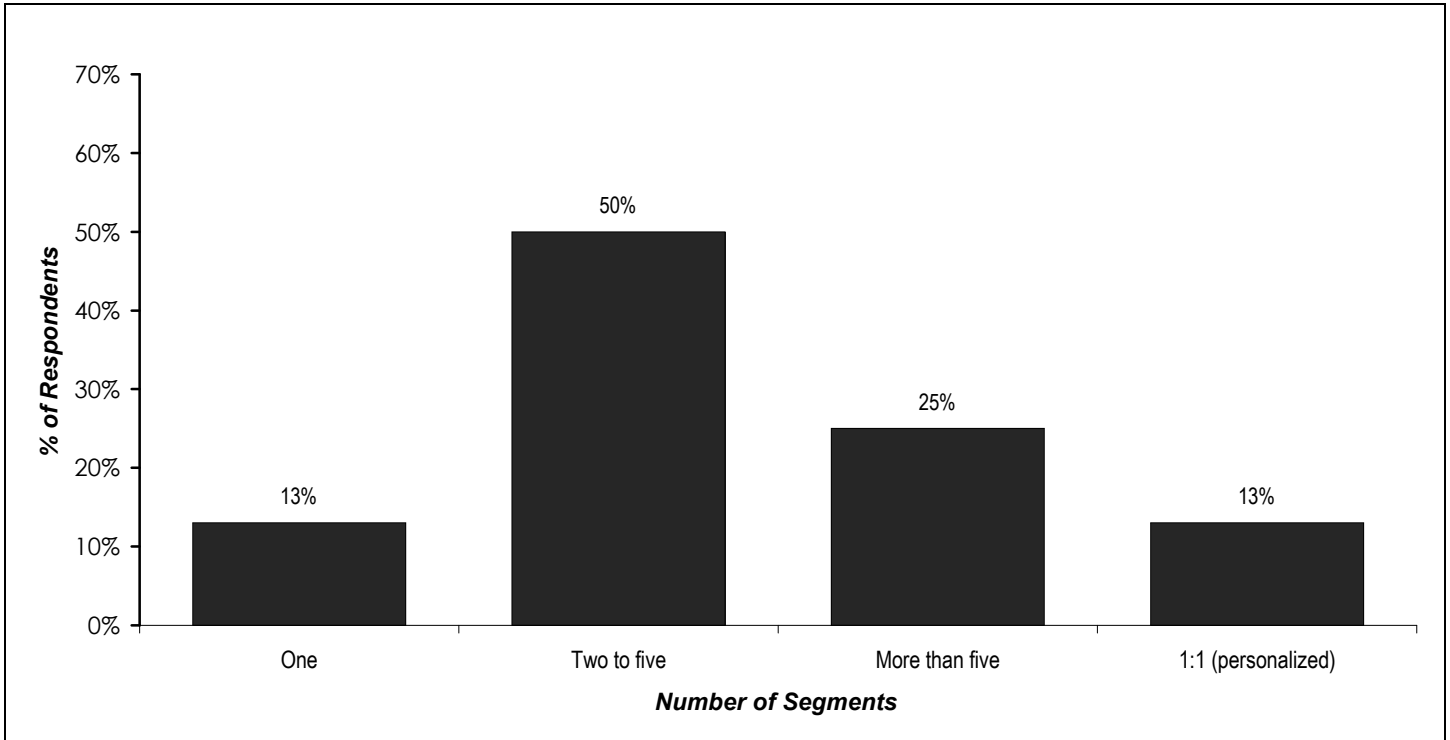
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	1.39%	0.84%	\$276.00	9
Postcard	1.54%	0.96%	\$186.60	8
Oversized envelope	2.55%	1.40%	NA	4
Dimensional	11.67%	4.33%	NA	3
Catalog	4.29%	1.27%	NA	3

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



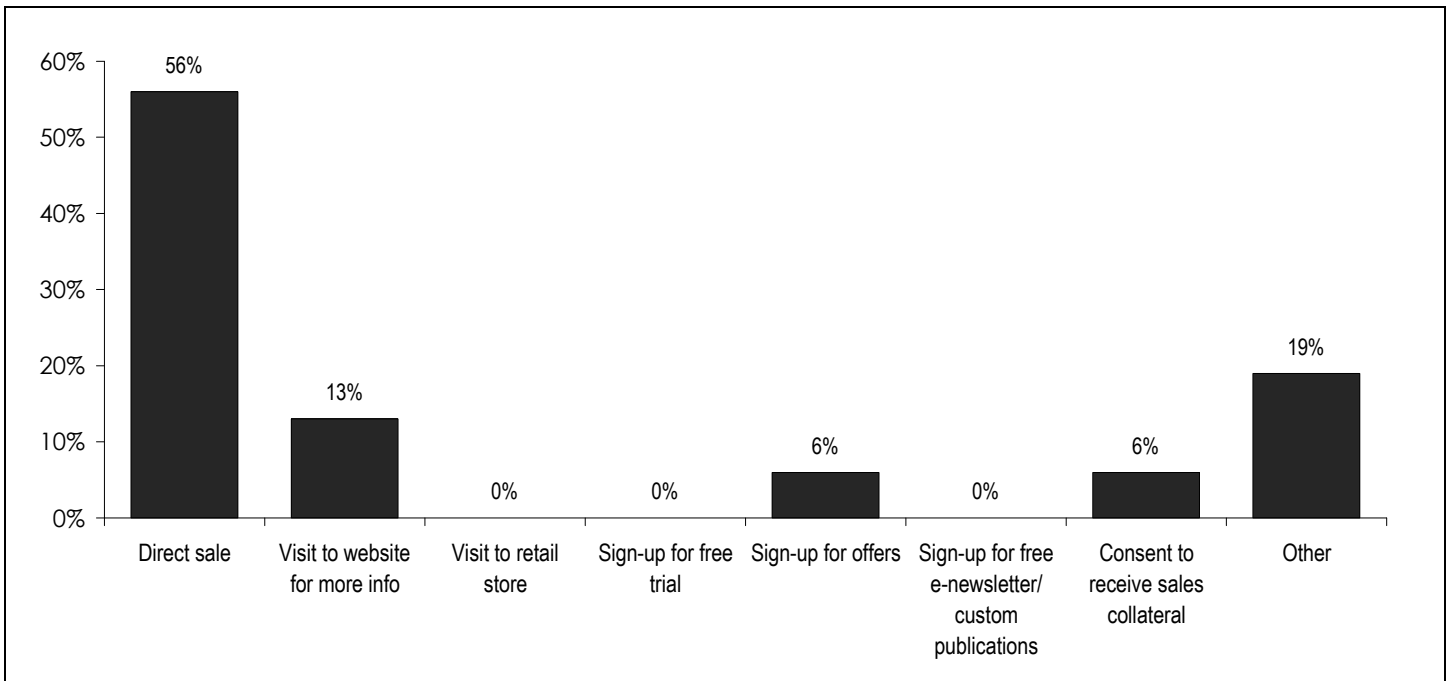
N=16

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=16

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN



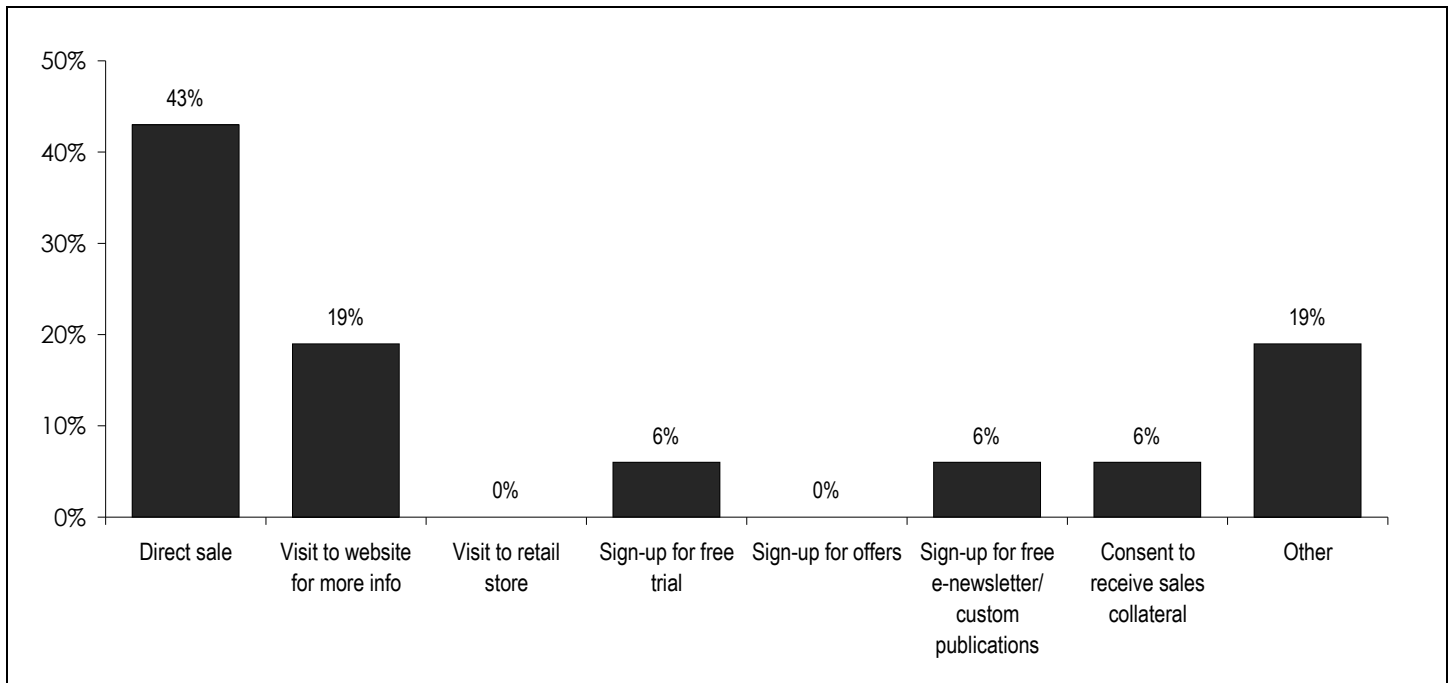
N=16

NOTE: The other category included follow-up sales calls and trade show visits.

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	17.19%	10.30%	10
Click-through rate	4.33%	NA	8
Conversion rate	3.57%	NA	7
Bounce-back rate	2.05%	2.96%	8
Unsubscribe rate	0.57%	1.17%	7

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

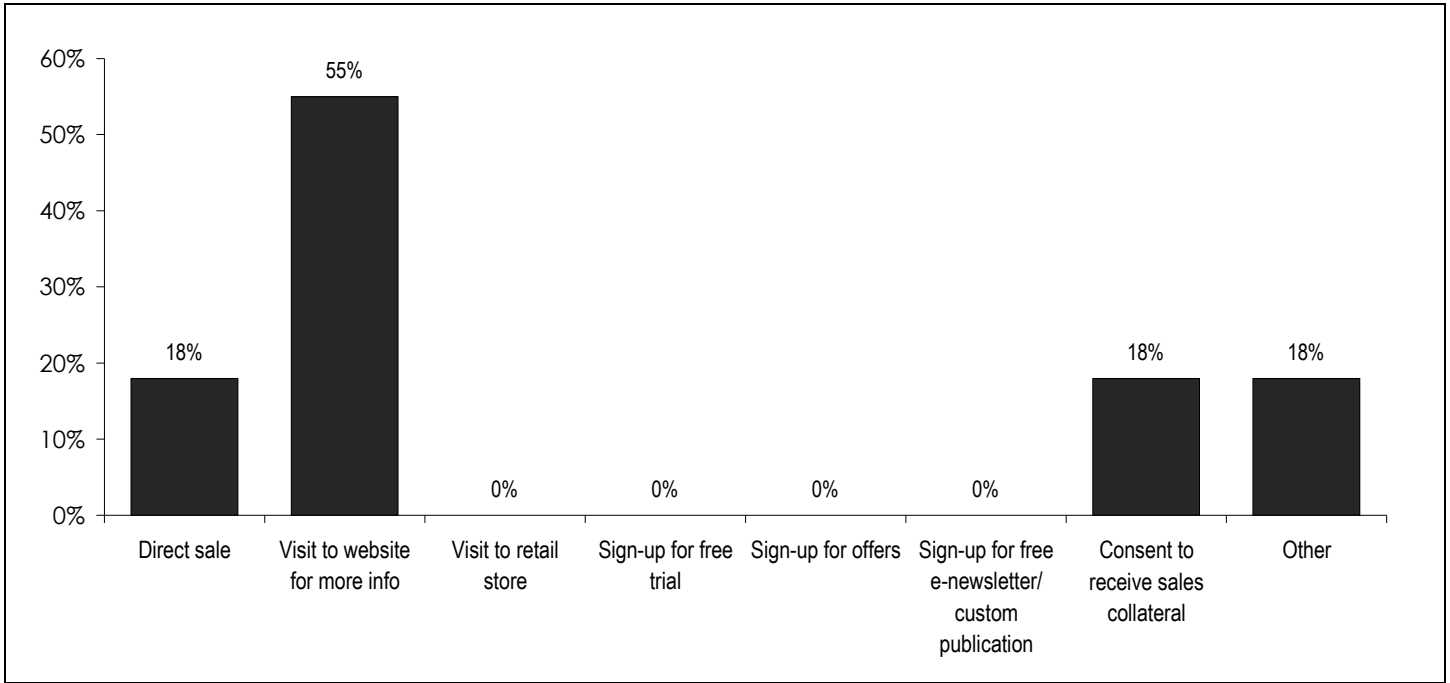


N=16

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$25.27	7
Conversion rate	11.00%	5

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN



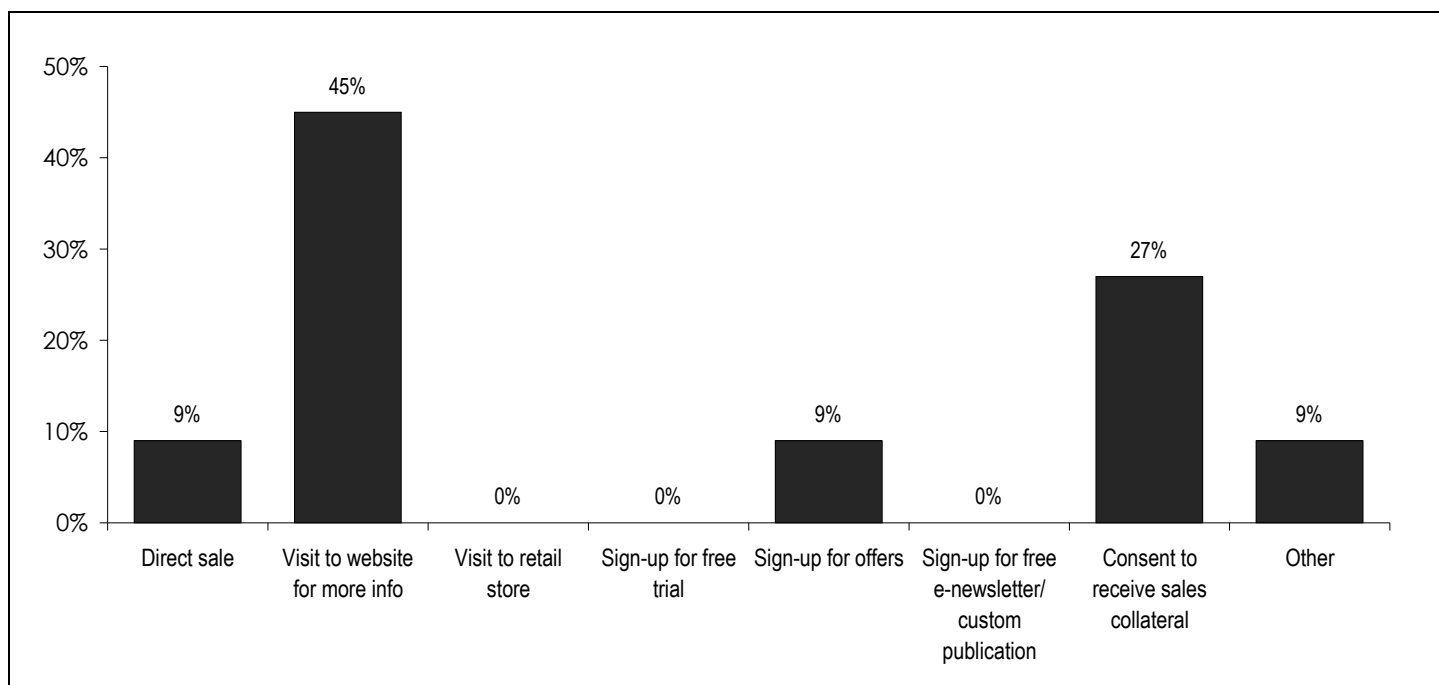
N=11

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	NA	NA
CPA	\$92.25	4
Click rate	5.10%*	4
Conversion rate	NA	NA

*Note: With such small samples, individual responses can drastically affect averages. If one response of 20% click rate is removed, the remaining three responses average 0.13%.

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

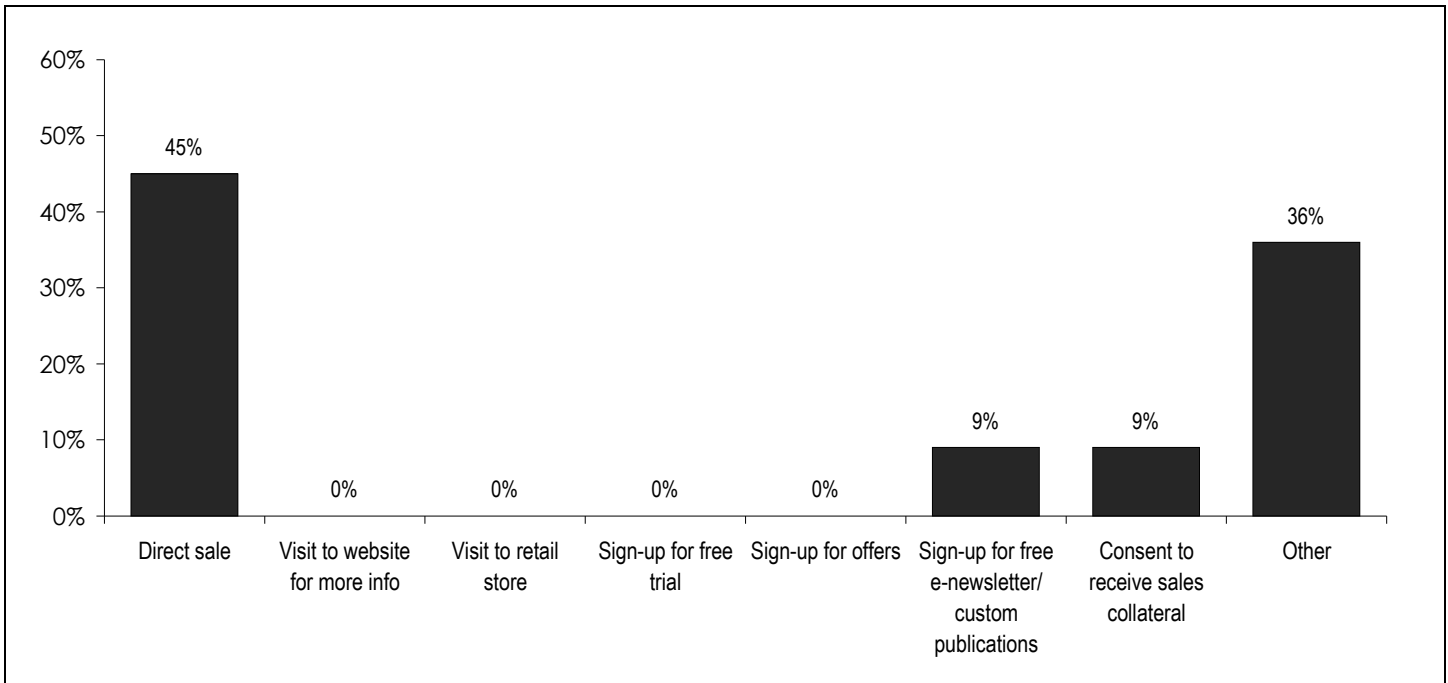


N=11

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	15.16%	\$15.10	4
Prospect Calling	13.50%	\$28.63	5

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



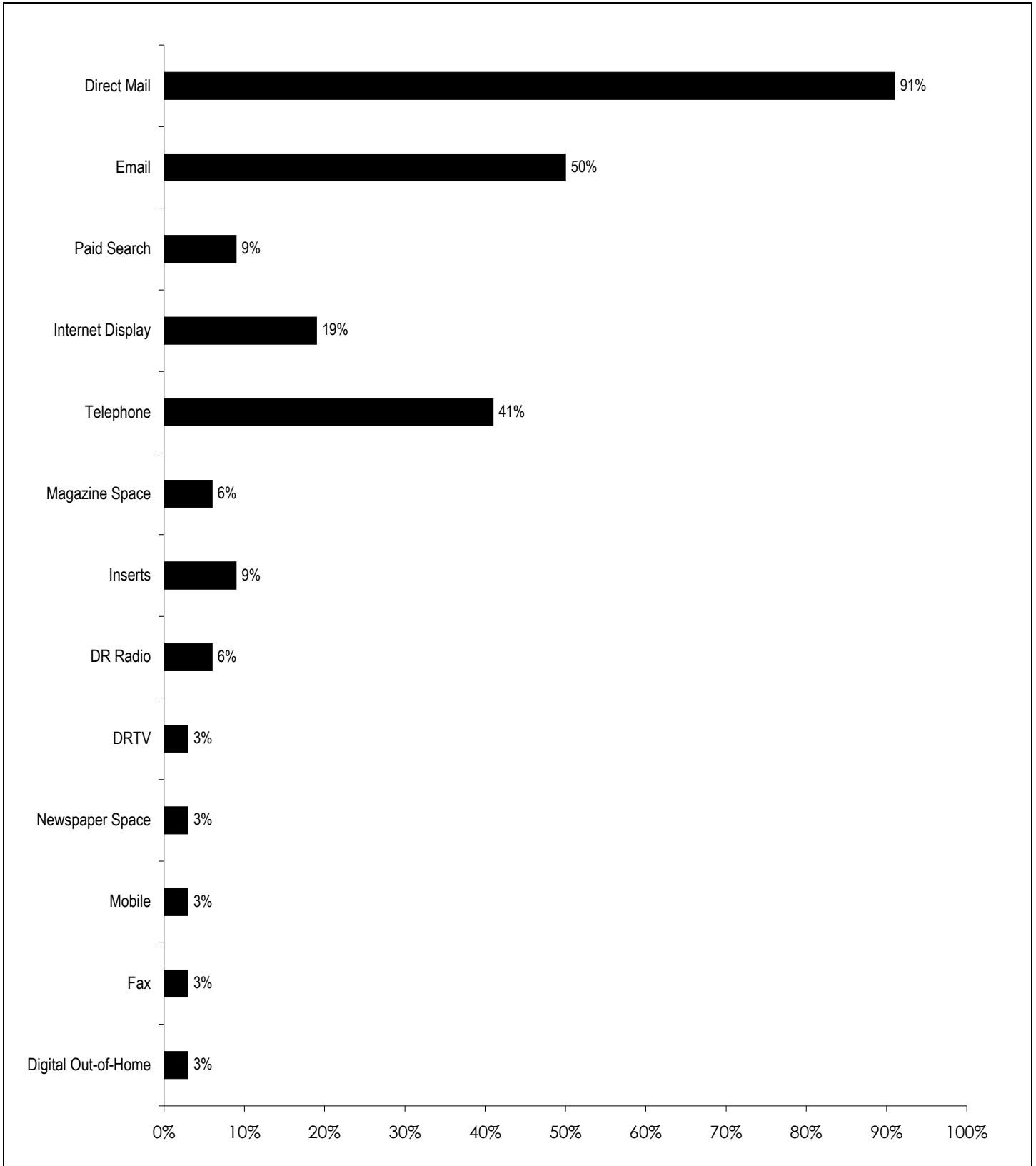
N=11

NONPROFIT

CHAPTER HIGHLIGHTS

- 91% of the 32 respondents in the nonprofit sector use direct mail. Half also use email, and 41% telephone marketing.
- For direct mail campaigns, response to the house file (letter-sized envelopes) was a high 4.91%, although response rates for campaigns to a prospect list were roughly the same (1.33%) as for the overall sample. The majority of campaigns (56%) had five or more segments. Virtually all (92%) of these campaigns aimed to spur a direct sale/donation.
- Whereas response for direct mail on average was higher than for the overall sample, for email it was lower: 15.54% open rate, 4.41% click-through rate, and 0.92% conversion rate for house lists.
- Telephone marketing for cross-selling/up-selling had a response rate of 10.21%, and 7.64% for prospect calls.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM



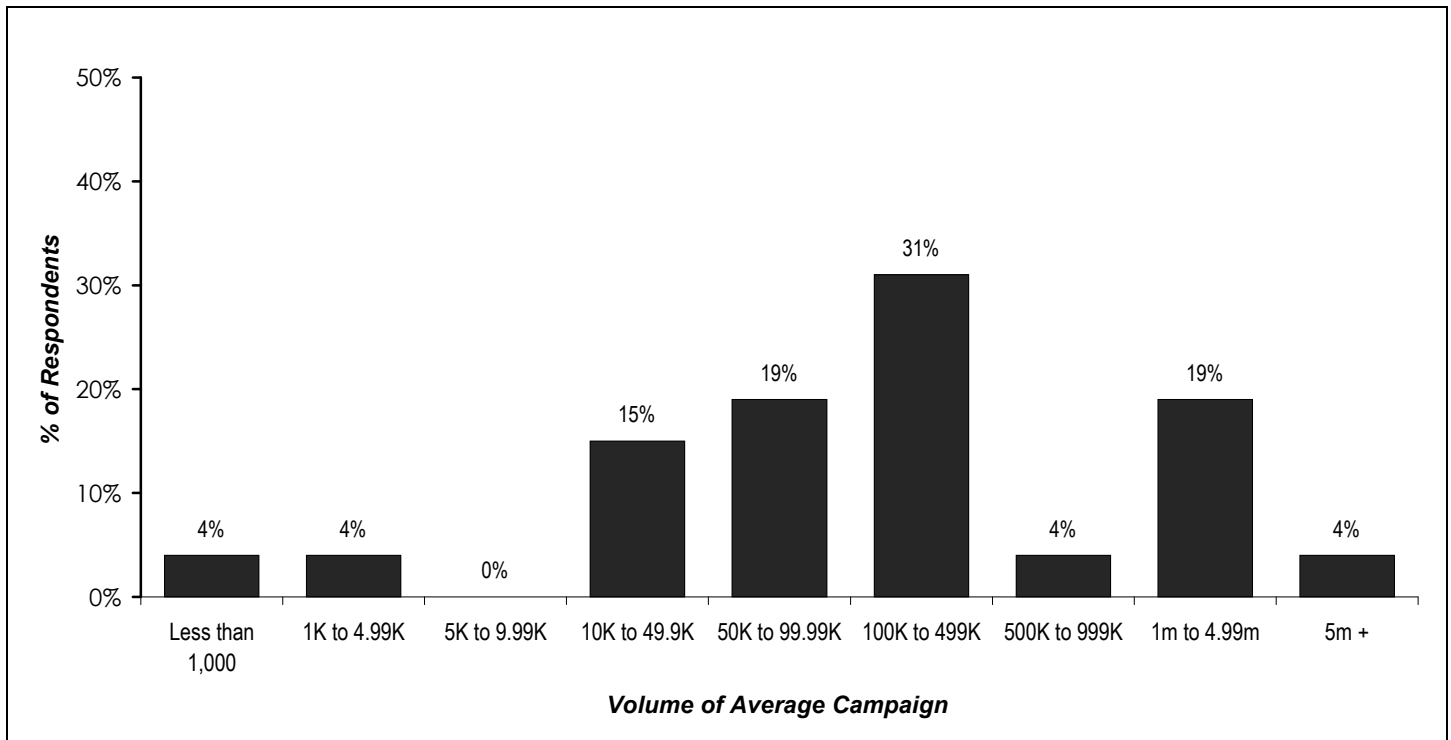
N=32

DIRECT MAIL RESPONSE RATE OVERVIEW

Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	4.91%	1.33%	\$30.37*	21
Postcard	3.32%	1.62%	NA	4
Oversized envelope	6.43%	2.91%	NA	8

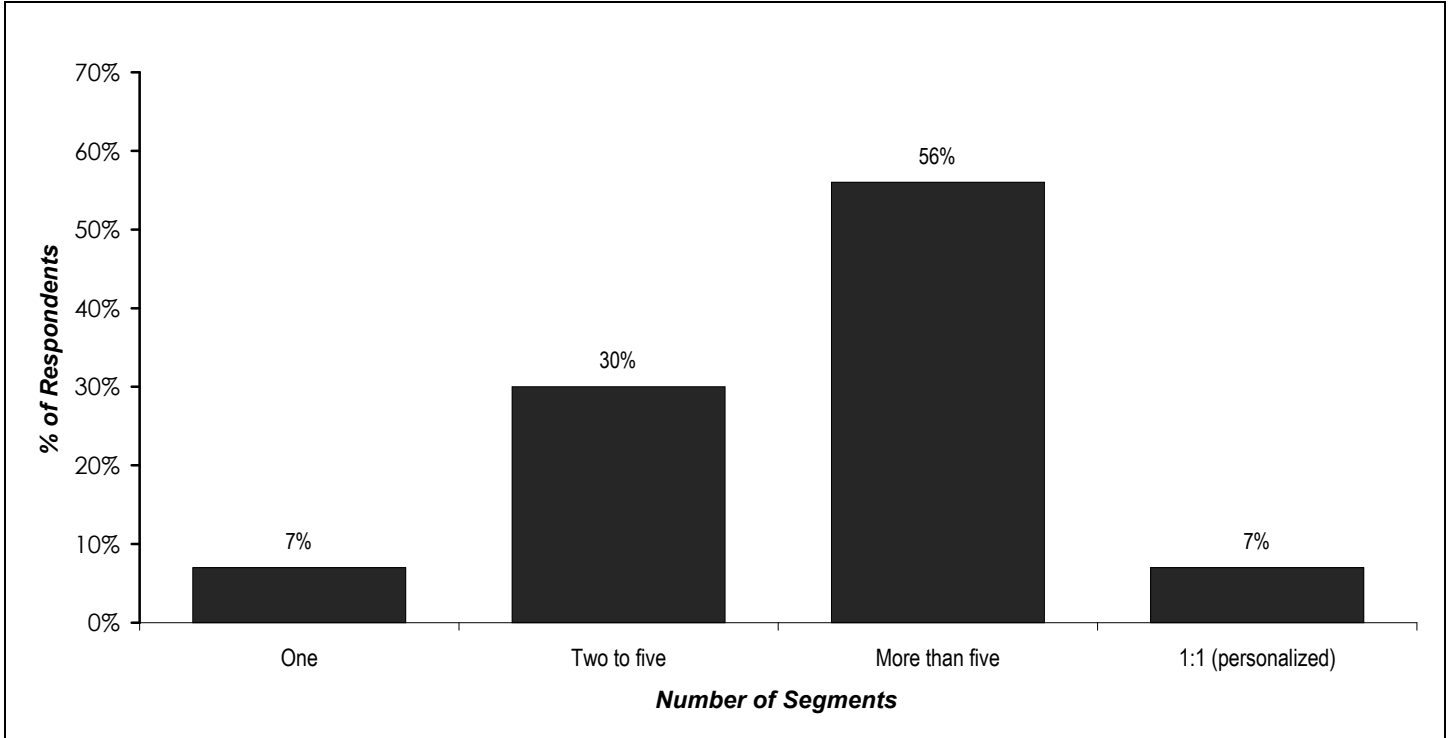
*Note: Only respondents supplied a promo cost per order/lead figure that was usable.

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



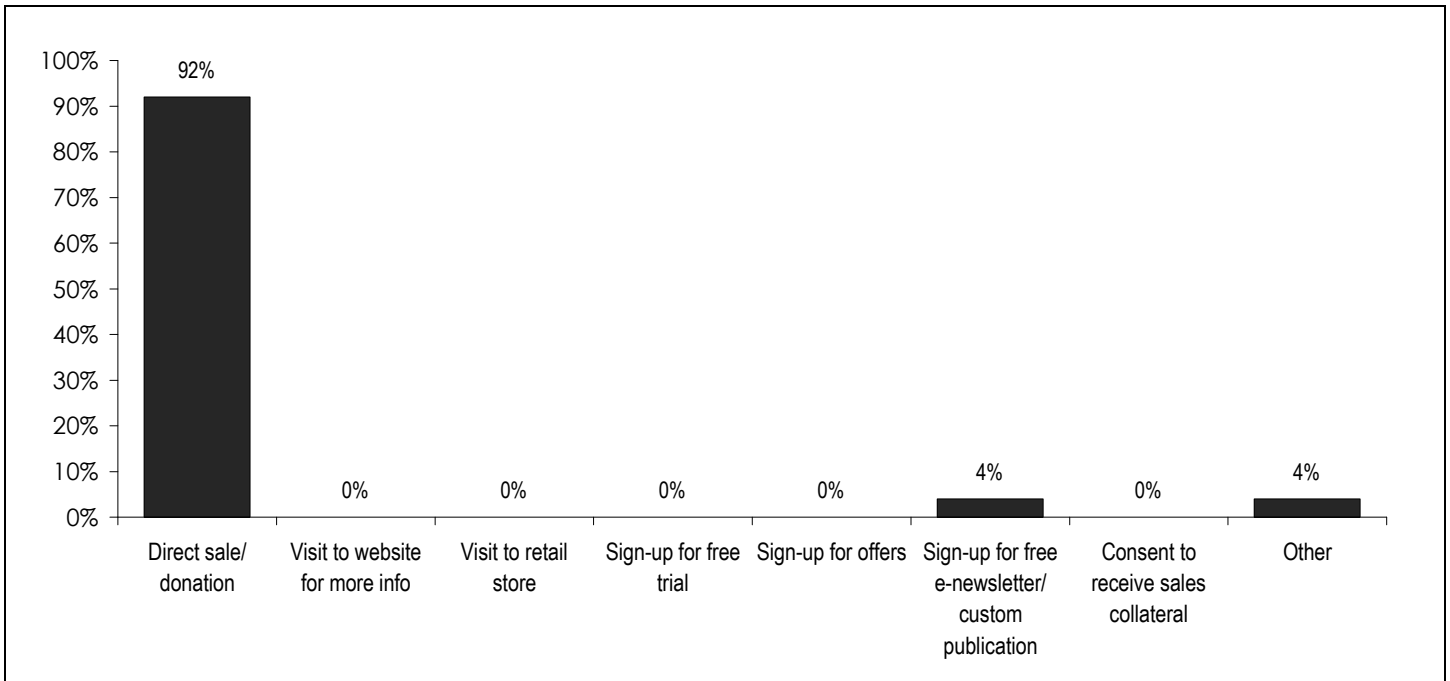
N=26

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=27

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

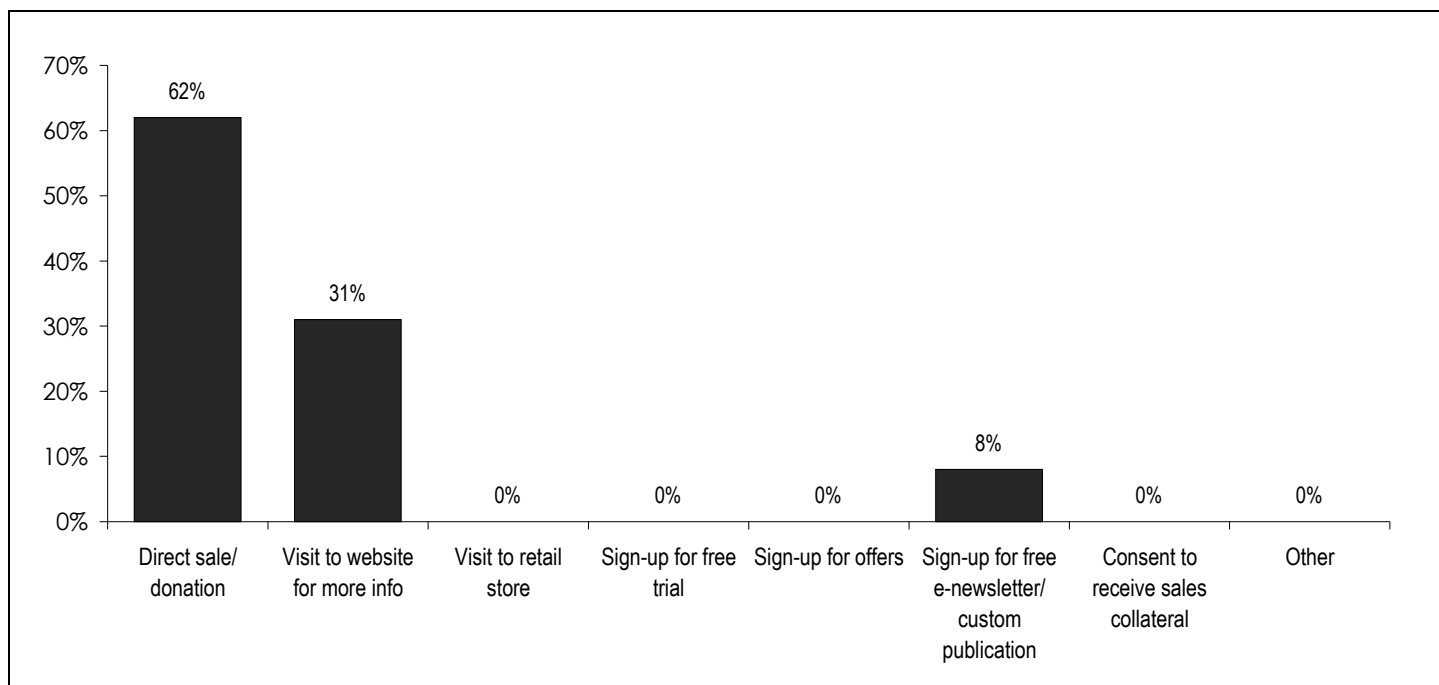


N=32

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	15.54%	NA	11
Click-through rate	4.41%	NA	11
Conversion rate	0.92%	NA	6
Bounce-back rate	1.79%	NA	10
Unsubscribe rate	0.58%	NA	11

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

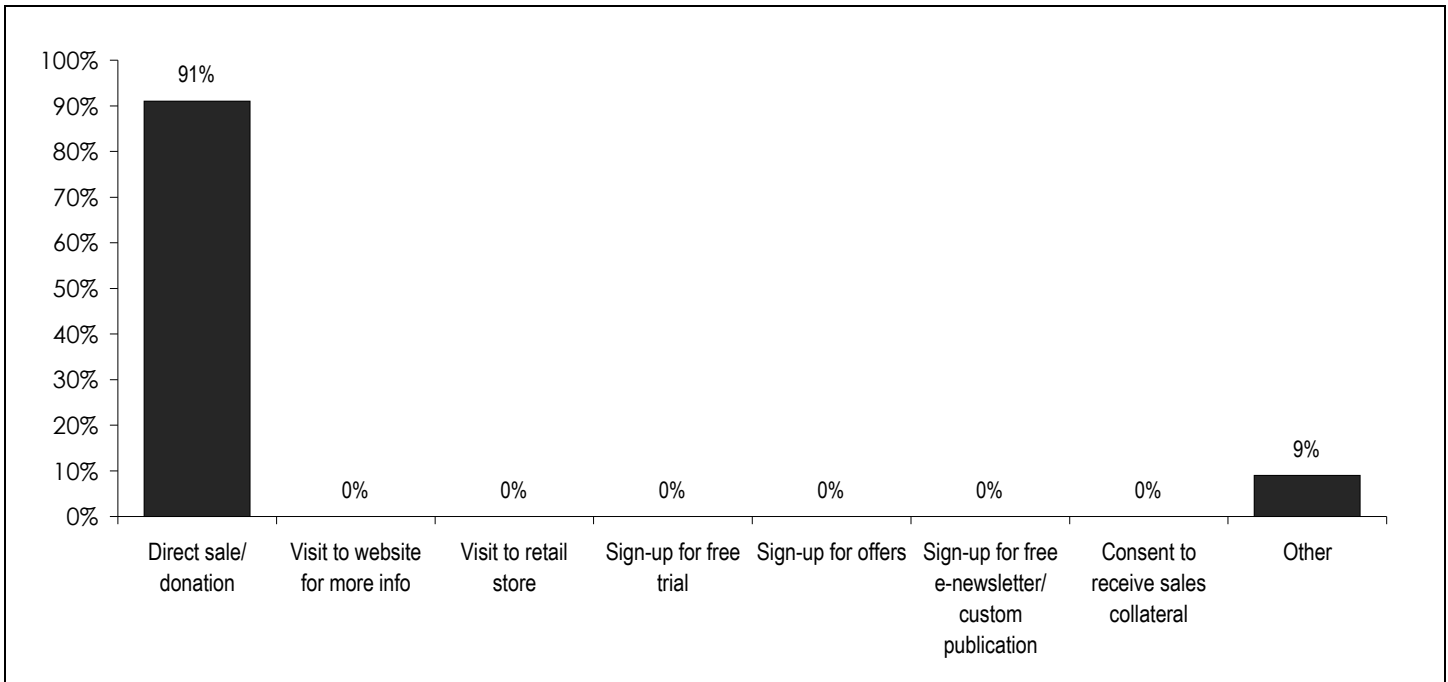


N=13

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	10.21%	\$5.71	8
Prospect Calling	7.64%	\$5.85	7

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



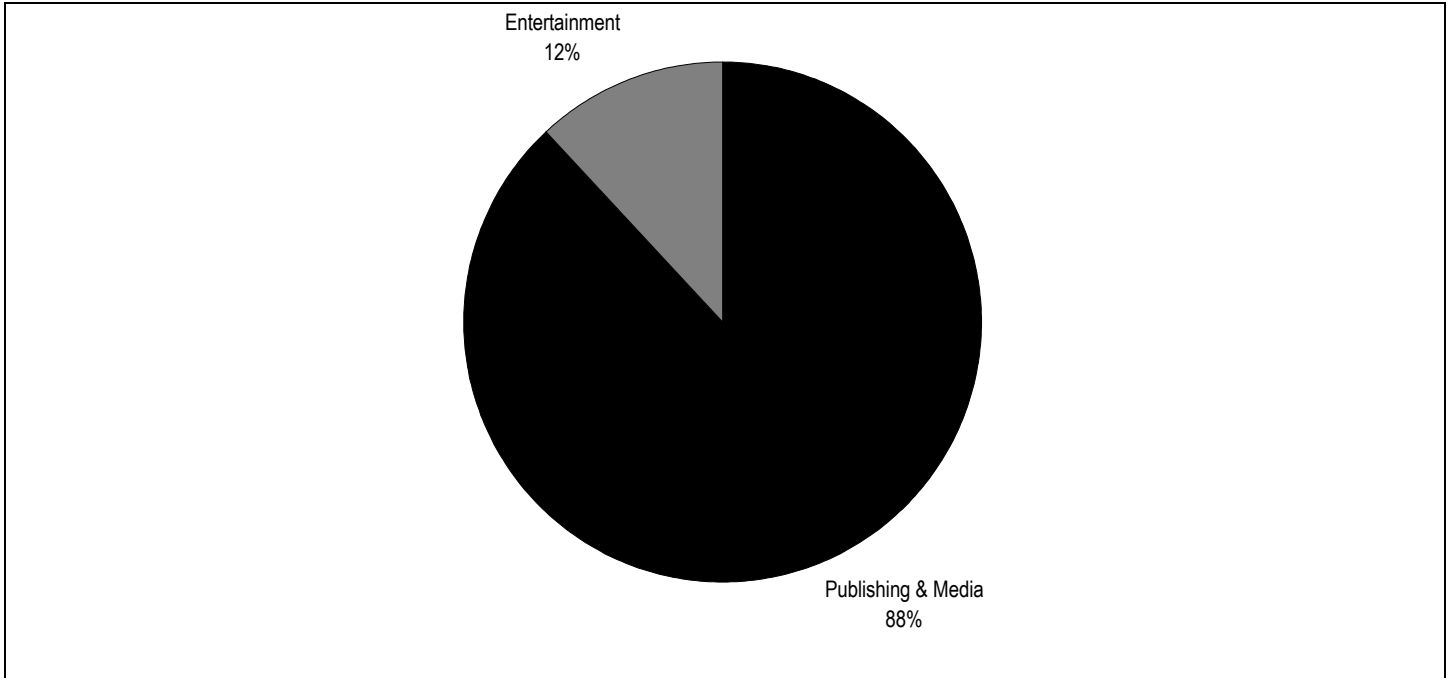
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PUBLISHING, MEDIA & ENTERTAINMENT

CHAPTER HIGHLIGHTS

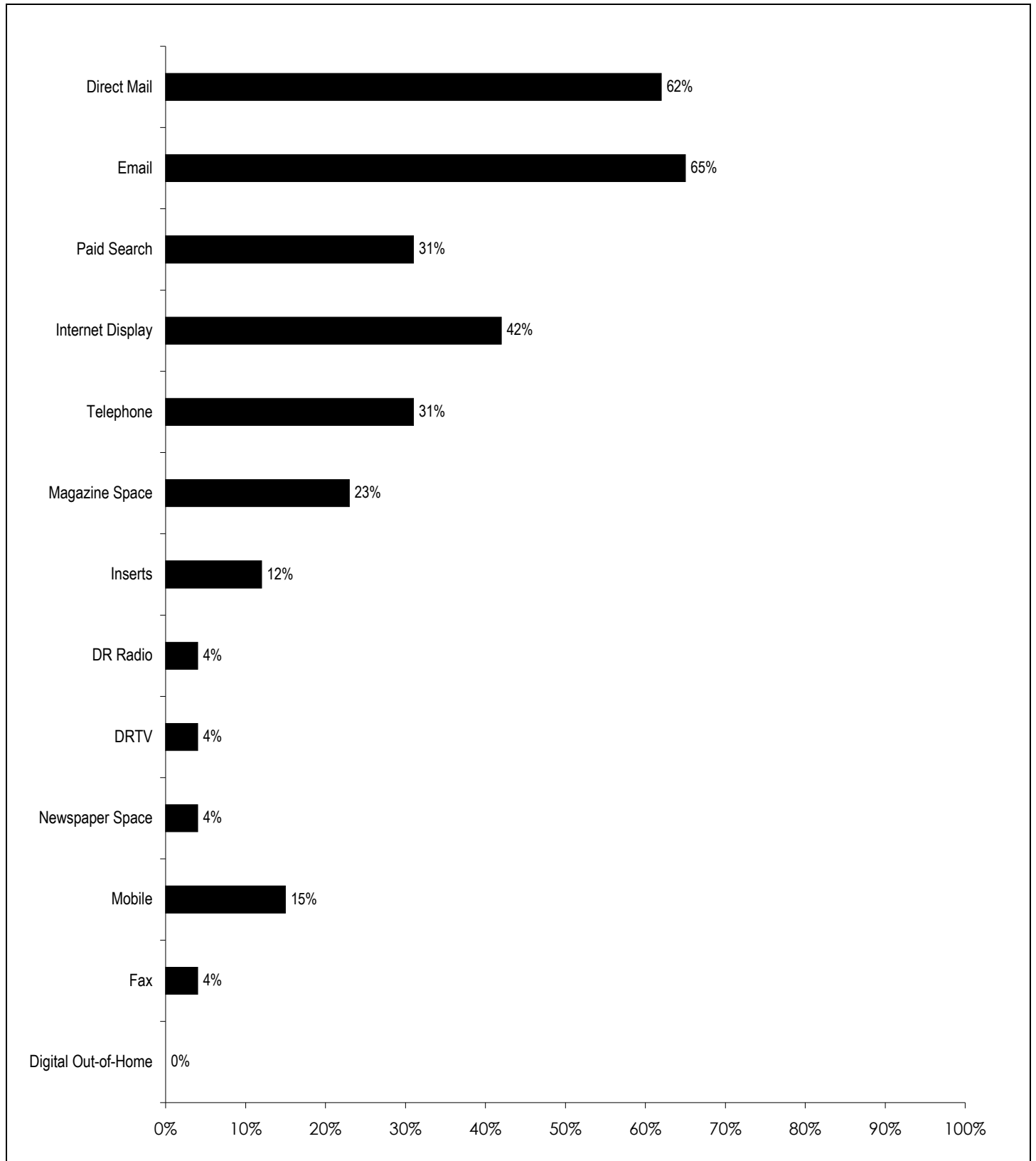
- This category contains 26 respondents, 88% of them in publishing & media with the rest from entertainment.
- 65% of respondents use email, and 62% direct mail. This industry also uses mobile at a higher rate (15%) than do other segments.
- Almost 40% of direct mail campaigns exceeded 1,000,000 pieces in volume, much more than was true of the overall sample. Most (69%) of these campaigns had the purpose of a direct sale. Response rate to letter-sized envelopes averaged 3.45% to the house list, 2.46% to the prospect list.
- Email metrics had averages lower than the overall sample.
- Numbers for paid search, Internet display, and telephone marketing have been included for directional purposes only and are too small to support conclusions.

DISTRIBUTION OF RESPONDENTS BY INDUSTRY



N=26

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

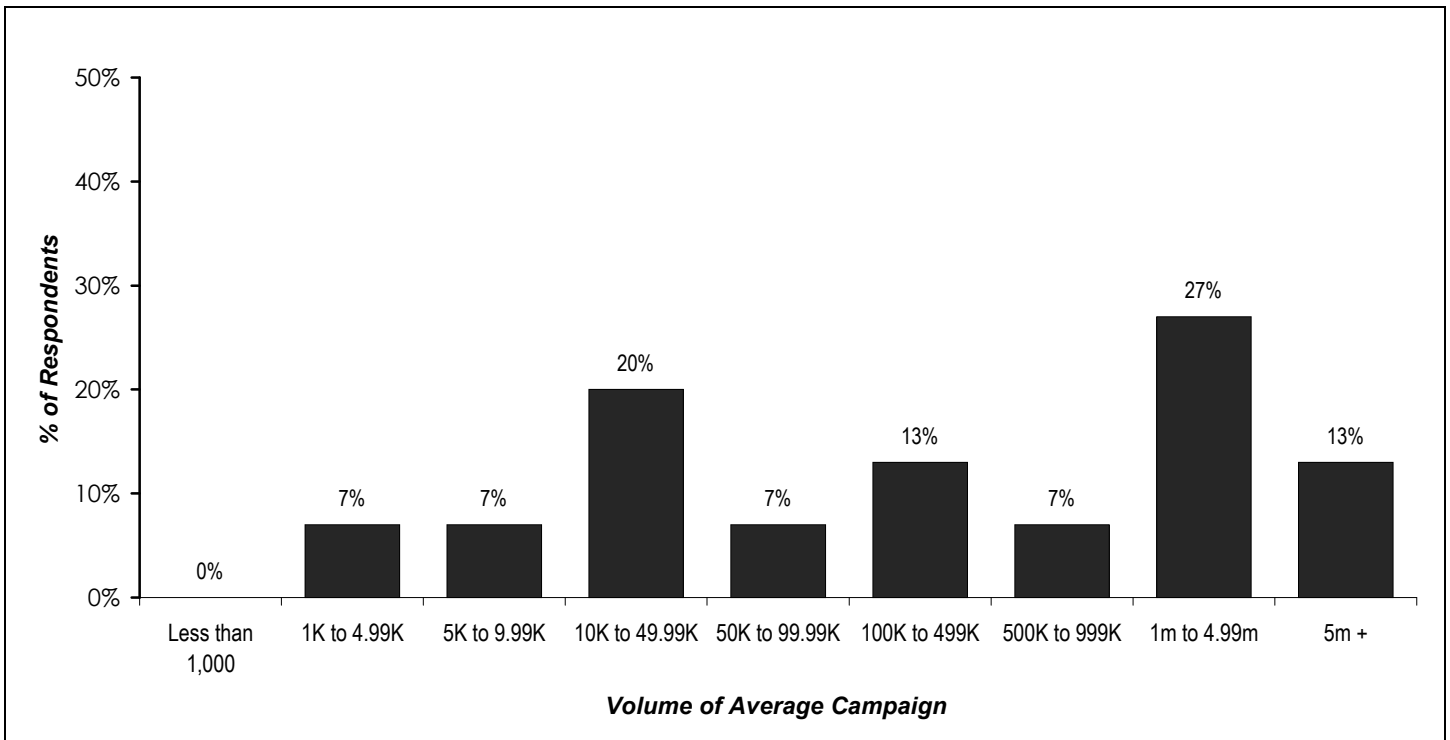


N=26

DIRECT MAIL RESPONSE RATE OVERVIEW

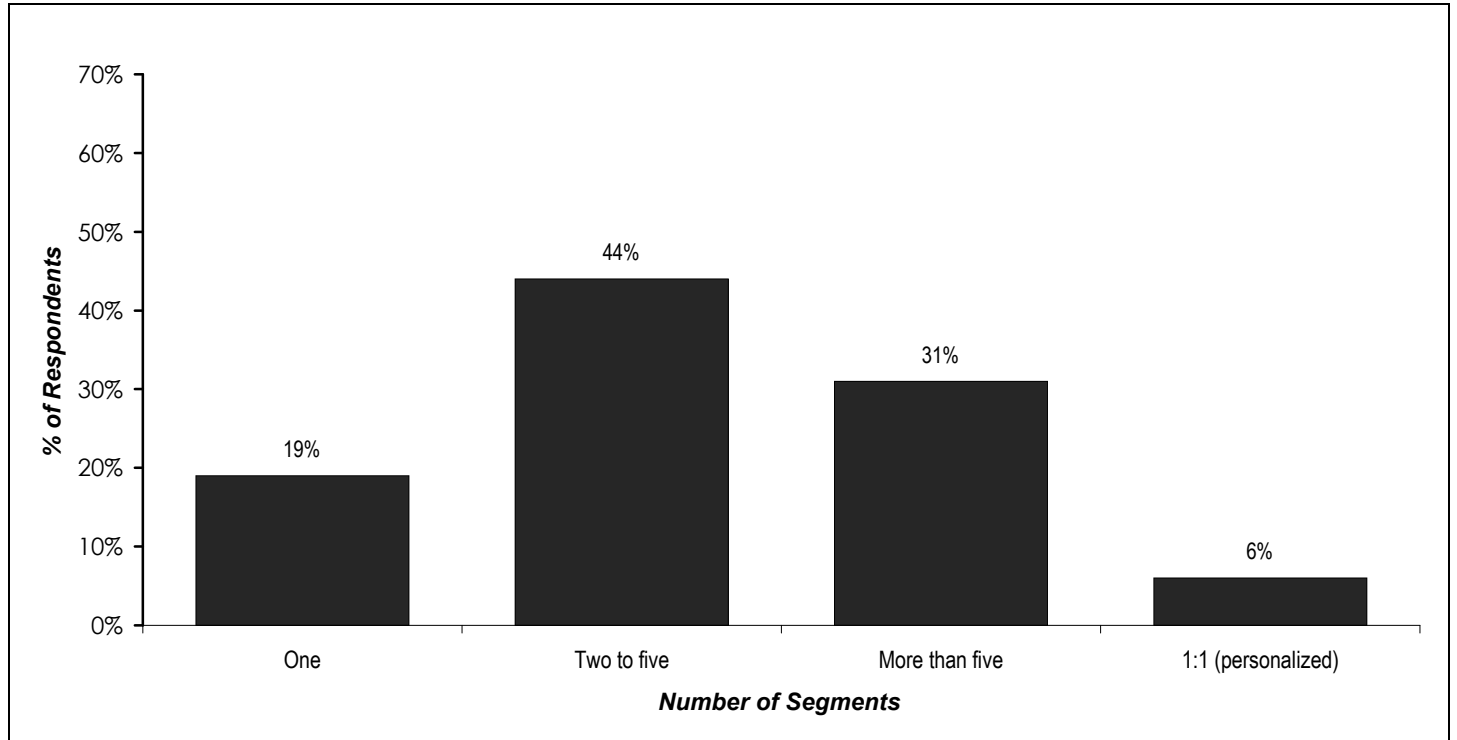
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	3.45%	2.46%	\$19.54	7
Postcard	NA	NA	NA	NA
Oversized envelope	NA	NA	NA	NA

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



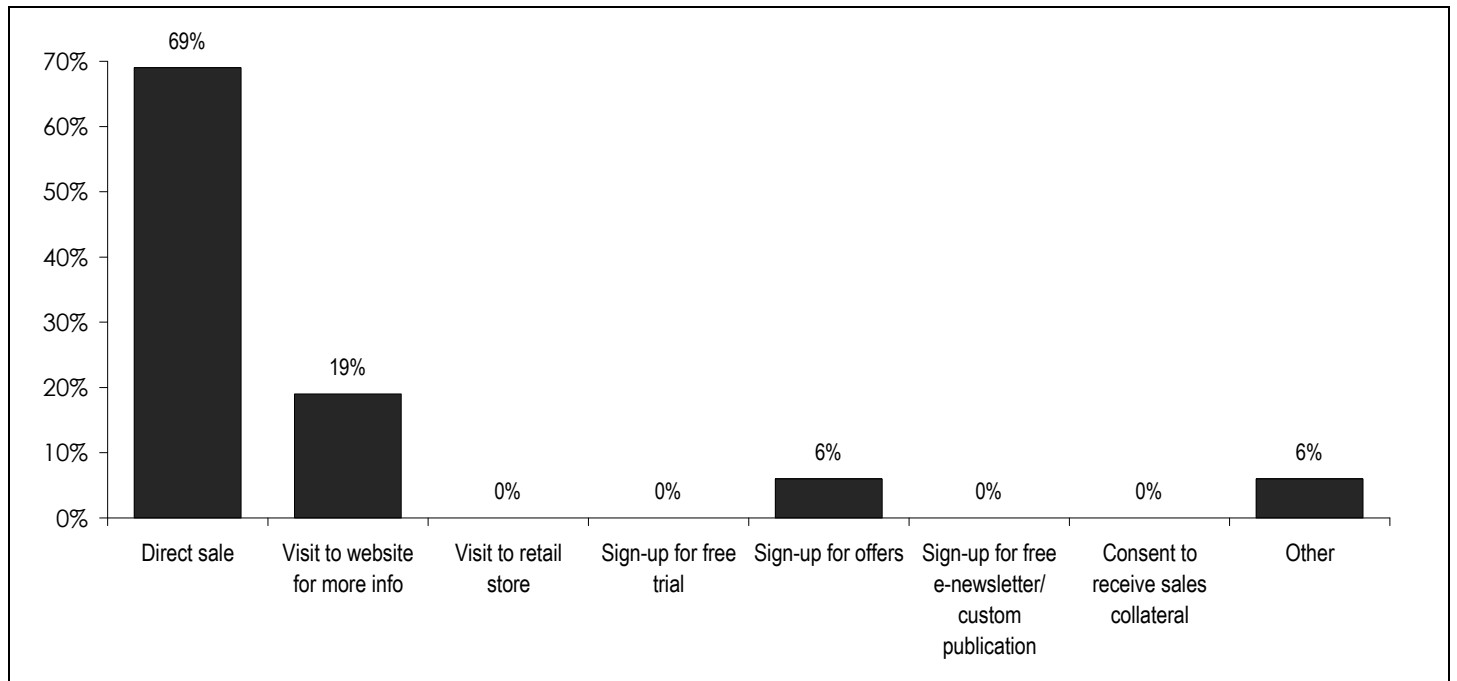
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DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=16

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

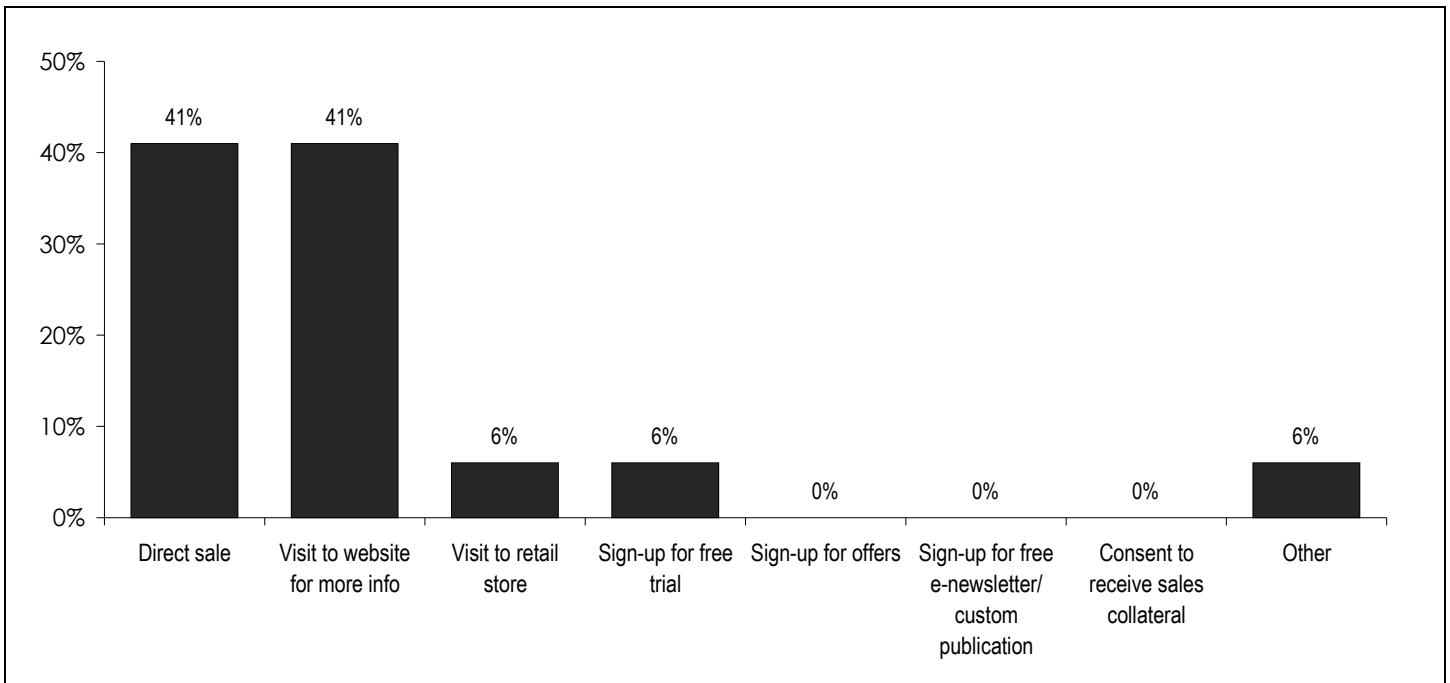


N=16

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	11.90%	NA	12
Click-through rate	6.91%	NA	11
Conversion rate	1.53%	NA	6
Bounce-back rate	0.99%	NA	8
Unsubscribe rate	0.27%	NA	10

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

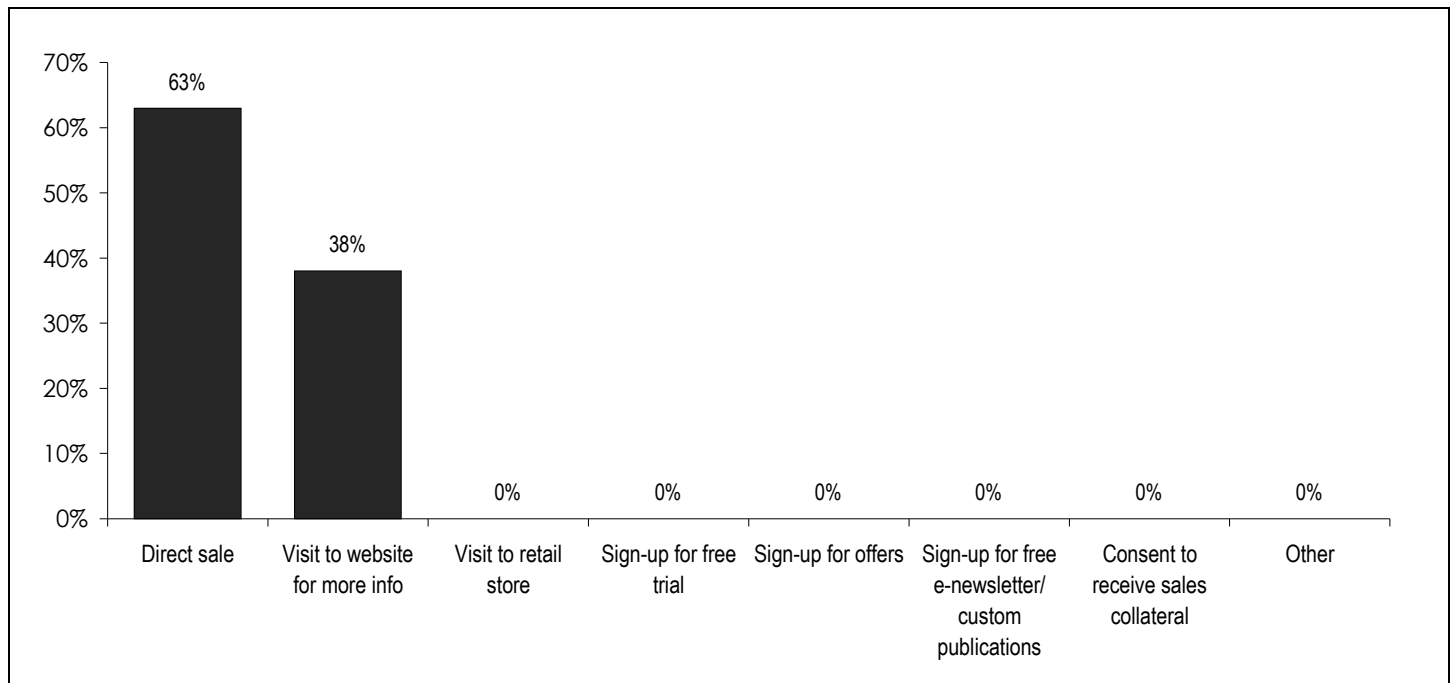


N=17

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$0.95	5
Conversion rate	0.43%	3

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN

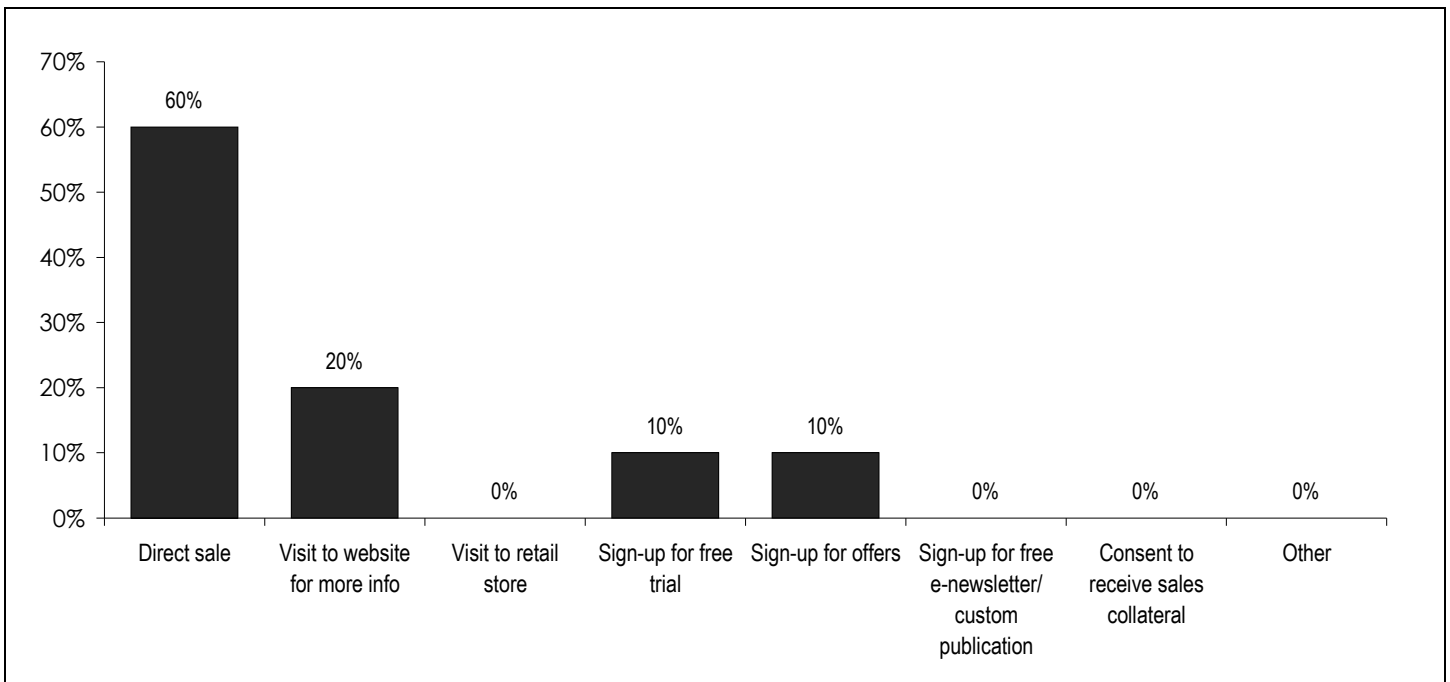


N=8

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	\$4.55	4
CPA	NA	NA
Click rate	0.22%	3
Conversion rate	NA	NA

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

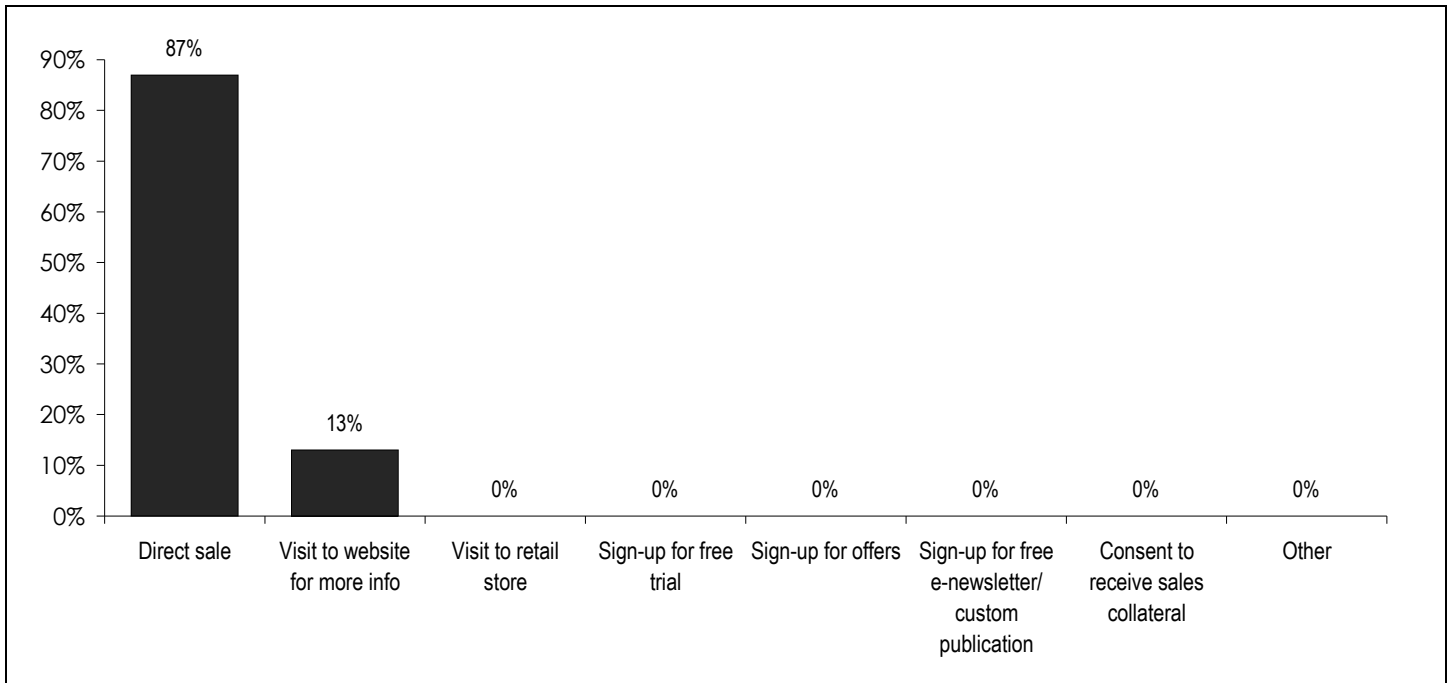


N=10

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	35.80%	NA	5
Prospect Calling	6.25%	NA	4

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



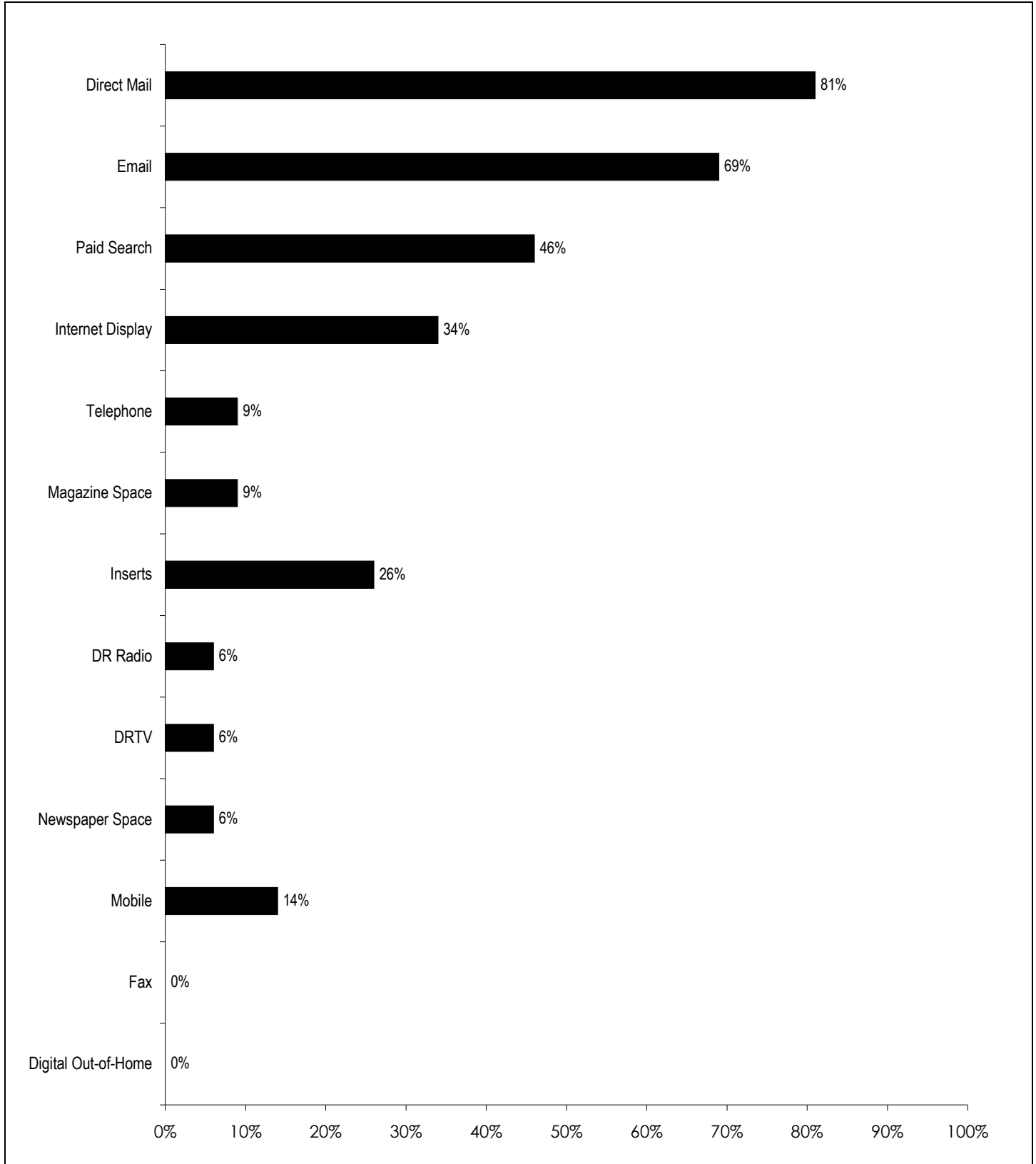
N=8

RETAIL

CHAPTER HIGHLIGHTS

- 81% of the 36 respondents in this space use direct mail. In addition, 69% use email, 46% paid search, 34% Internet display, and 26% inserts.
- 28% of respondents had direct mail campaigns exceeding 1 million pieces. The median was between 100,000 and 499,999 with most (62%) geared toward producing a direct sale.
- Catalogs had a response rate of 8.23% for a house list, 0.56% for prospects.
- Email figures, with the exception of open rates (18.08%) were higher than for the overall sample.
- The average CPC for paid search campaigns was a low \$1.01 with a conversion rate of 1.50%.

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

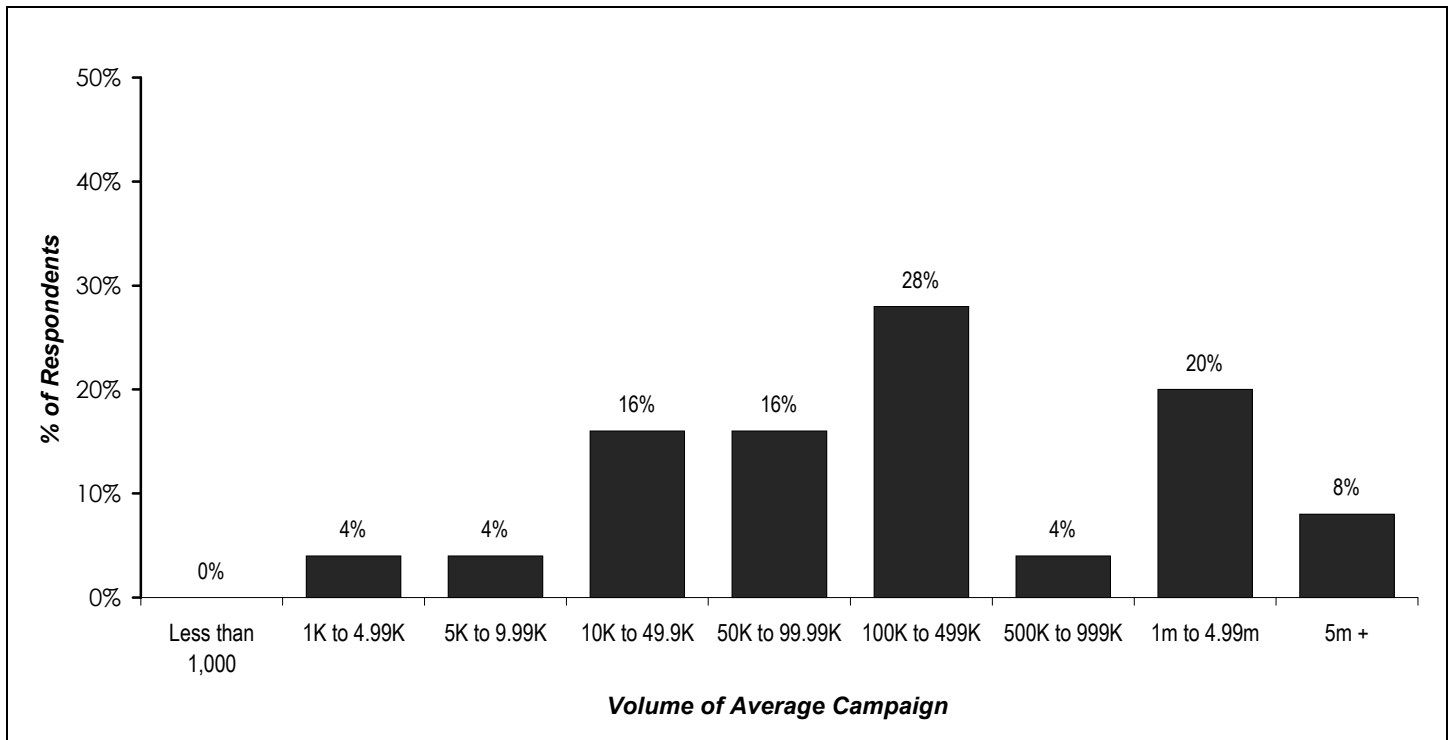


N=36

DIRECT MAIL RESPONSE RATE OVERVIEW

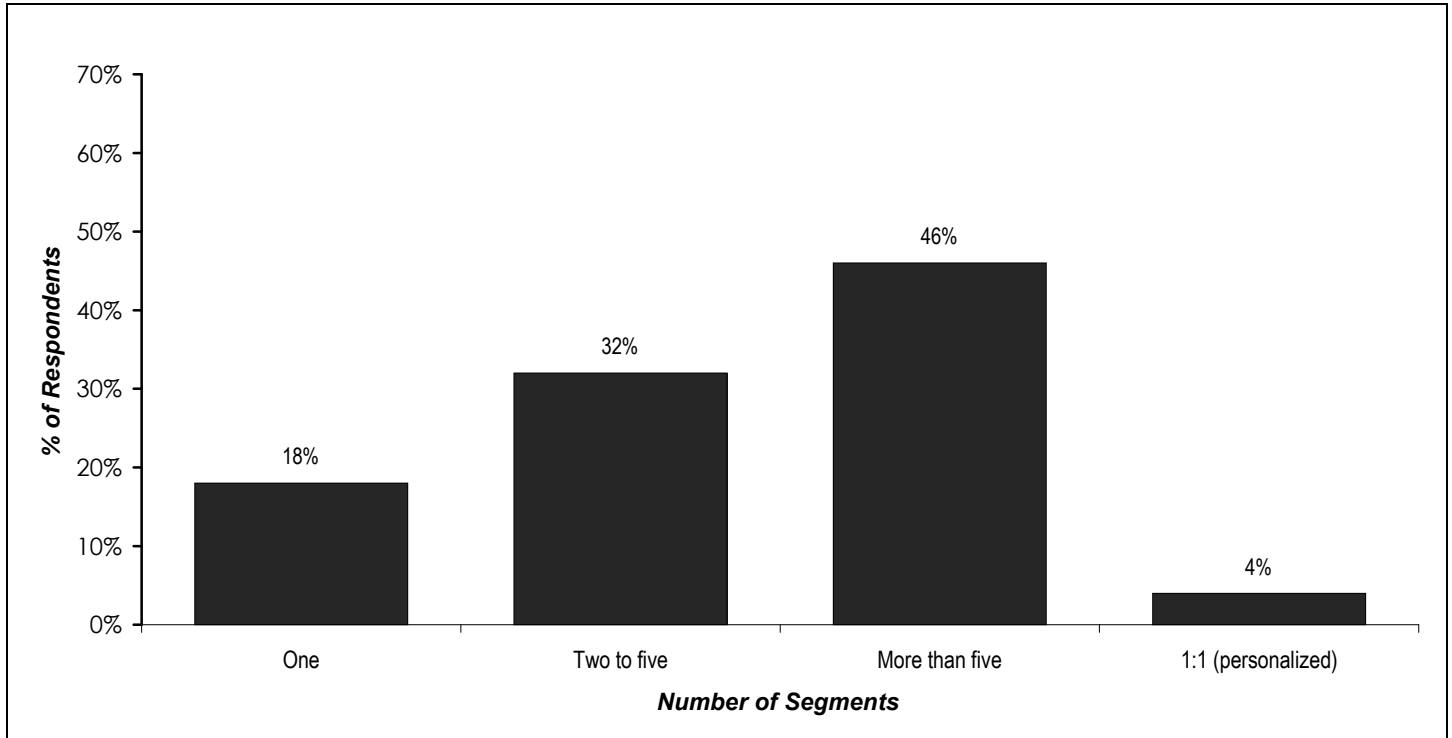
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	1.25%	NA	NA	4
Postcard	3.03%	1.49%	NA	9
Catalog	8.23%	0.56%	NA	10

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



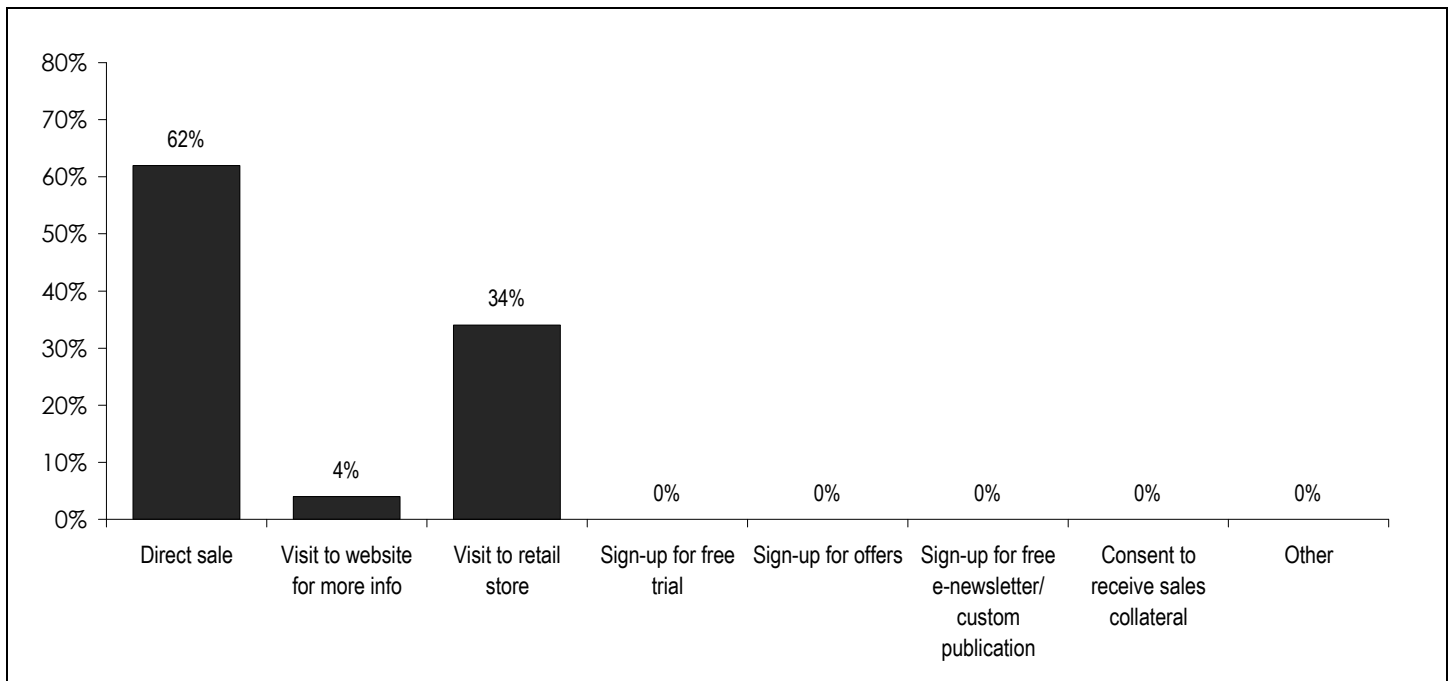
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DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=28

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

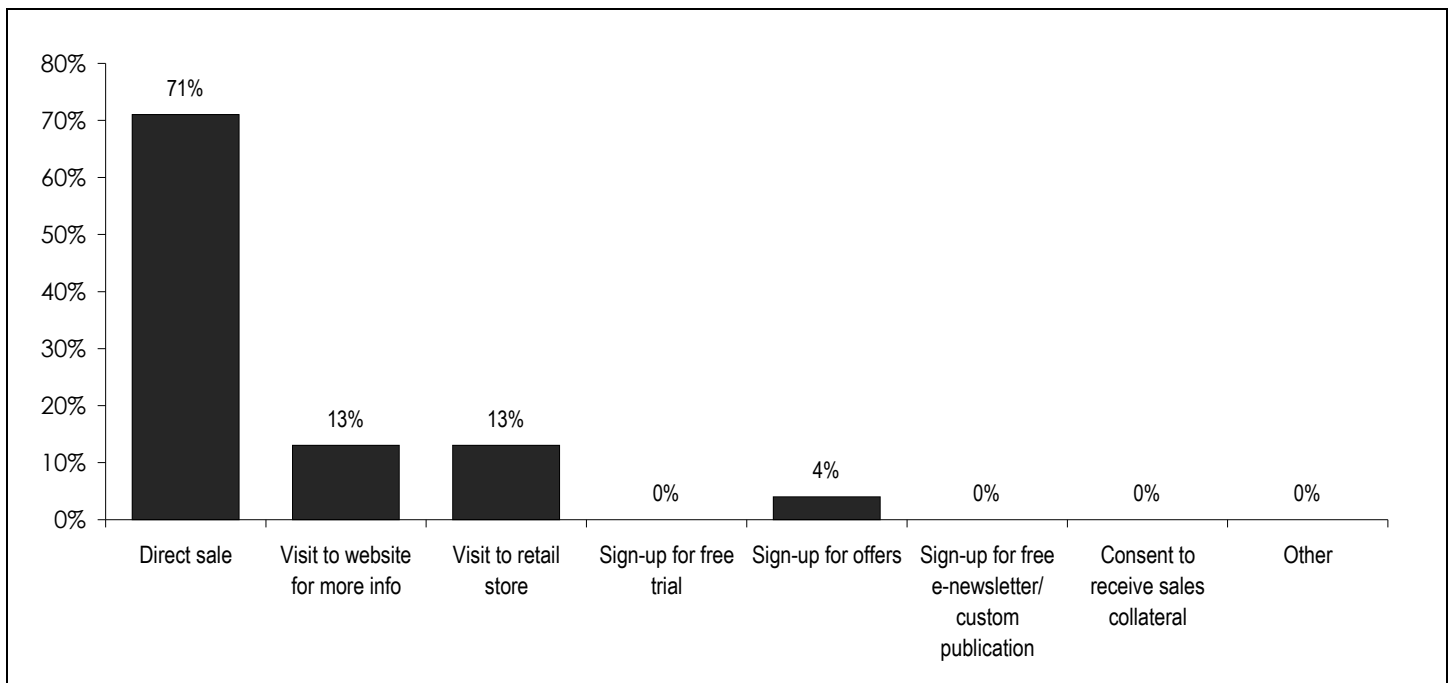


N=29

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	18.08%	14.48%	18
Click-through rate	7.31%	3.65%	17
Conversion rate	2.21%	NA	13
Bounce-back rate	5.08%	NA	14
Unsubscribe rate	0.48%	NA	15

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

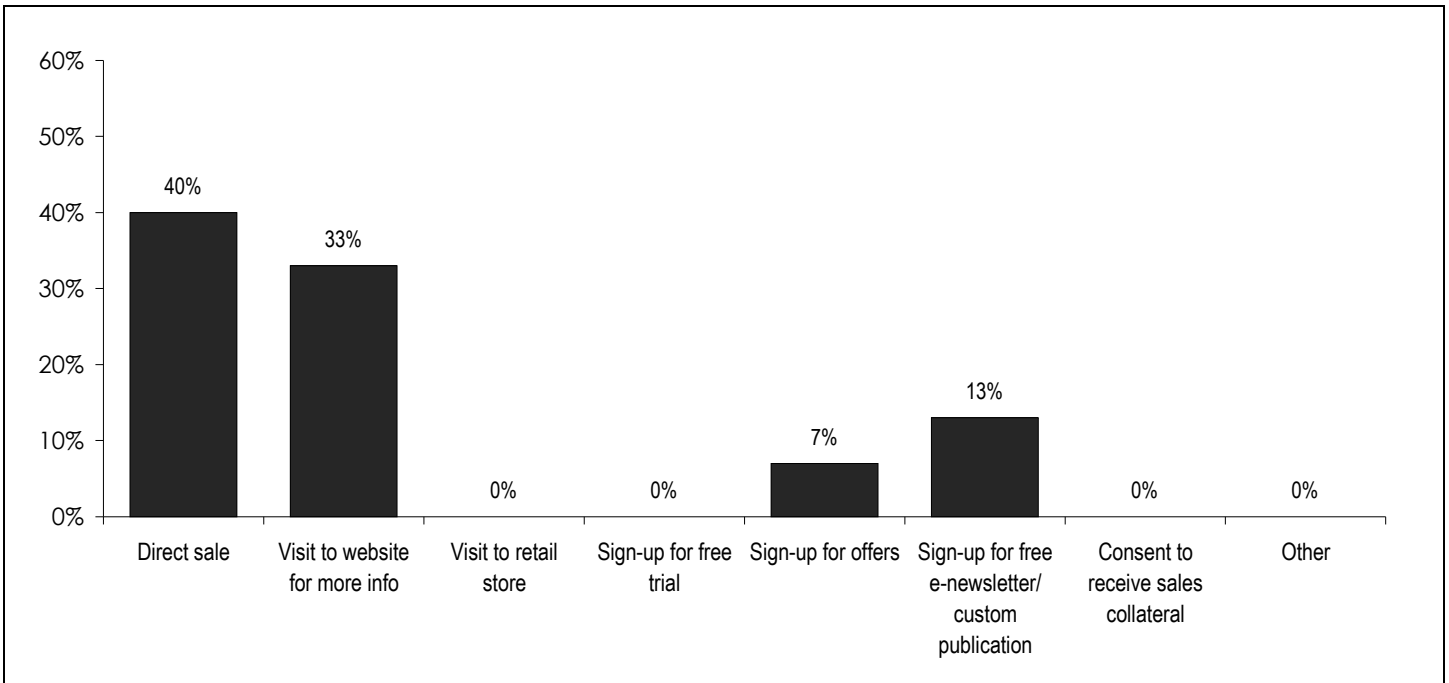


N=24

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$1.01	9
Conversion rate	1.50%	8

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN



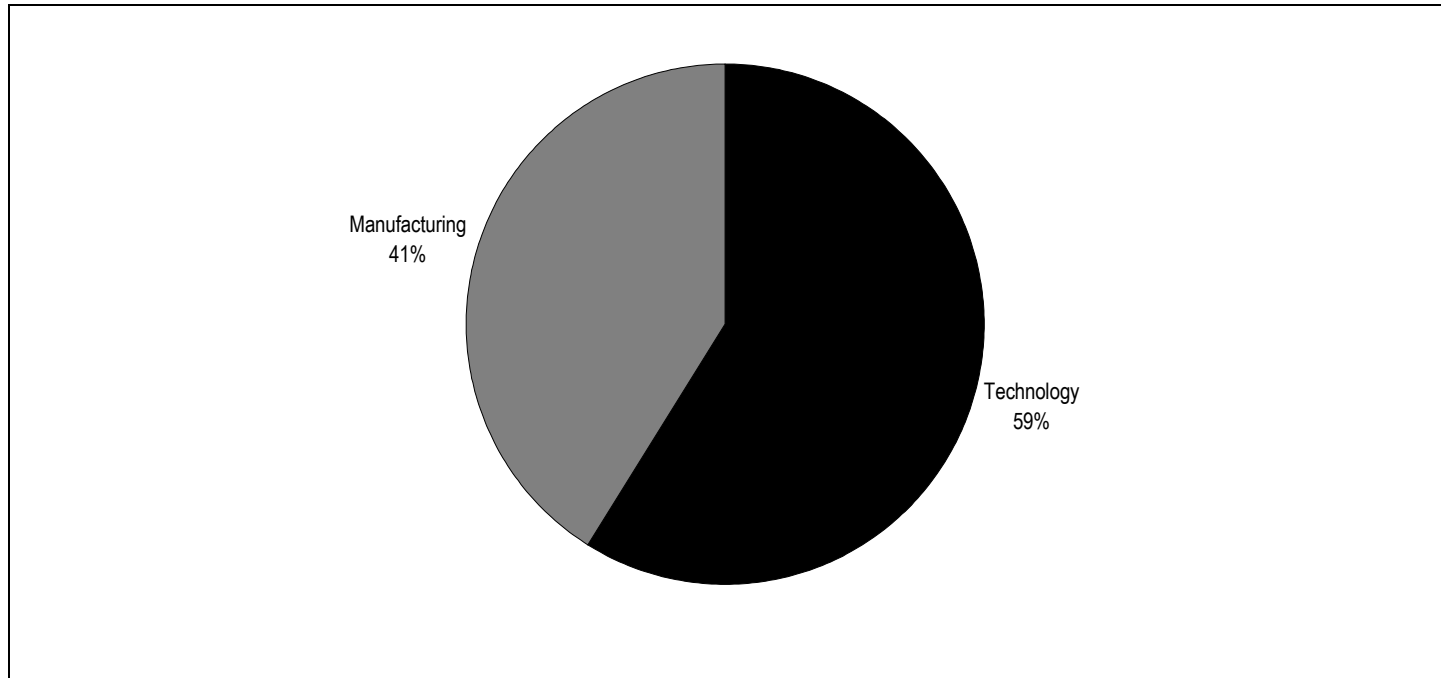
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TECHNOLOGY & MANUFACTURING

CHAPTER HIGHLIGHTS

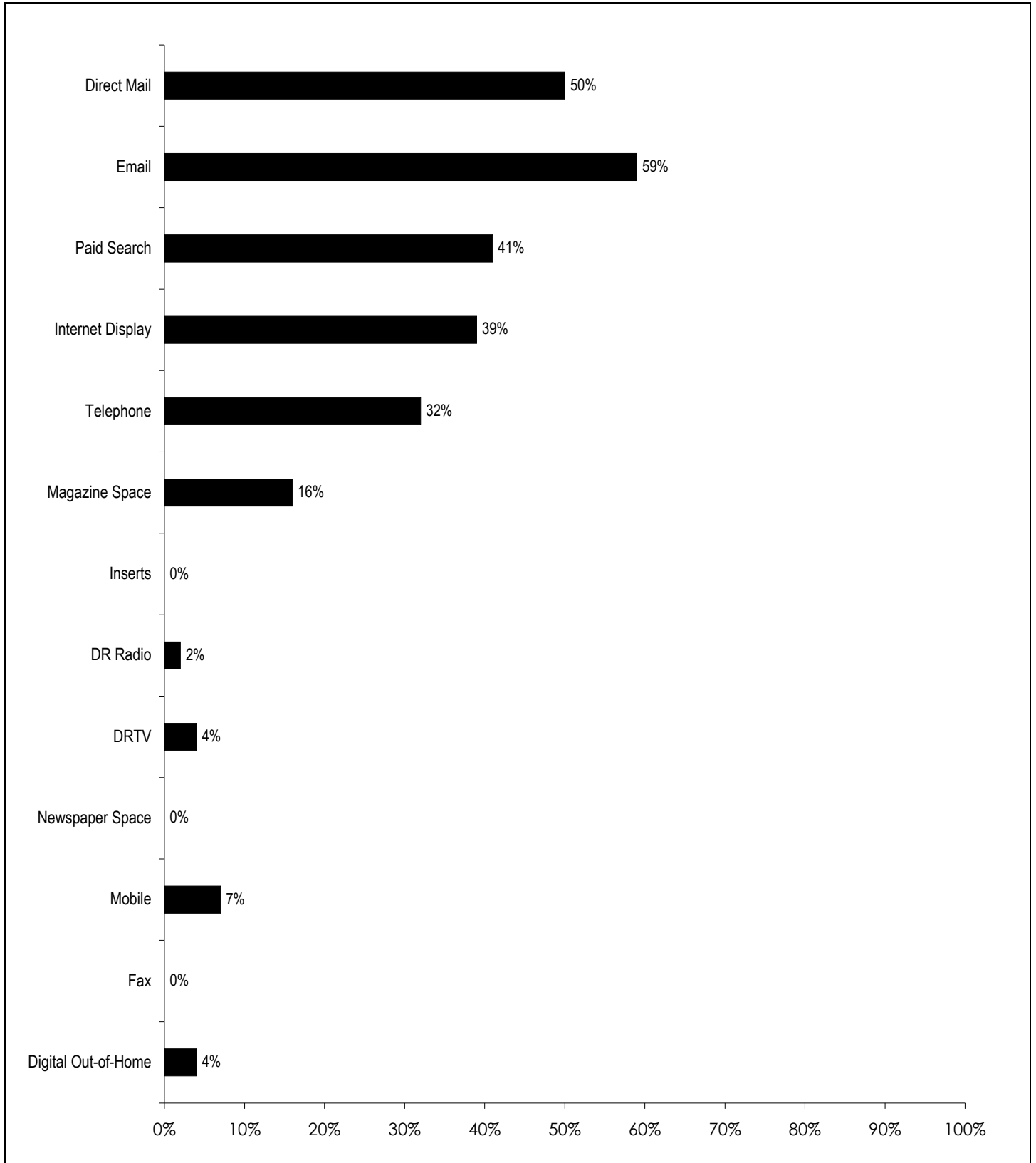
- This section combines two industries with similar profiles: technology (59% of the sample) and manufacturing (41%). Together, there are 44 responses from these two segments.
- The primary purpose for all media was to get contacts to seek more information, either via website or a follow-up sales call.
- Unsurprisingly for a technologically savvy crowd, the leading channel was email, used by 59% of respondents. Direct mail follows at 50%, then paid search at 41%, Internet display at 39%, and telephone at 32%.
- Direct mail sample sizes are small but appear to indicate a higher-than-average response rate and smaller average volumes. Letter-sized envelopes, for instance, averaged an 11.45% response rate—although this number should be taken with caution given the basis of six responses. The median volume is between 5,000 and 9,999.
- Open rates for email were relatively low on average (14.18%), but click-through rates were high (9.62%). The click-through rate may reflect the desired outcome of seeking more information, which is a lower threshold than a purchase.
- CPC for paid search was a relatively high \$5.37, although this is based on only eight responses.
- Internet display and telephone have small sample sizes but are included for directional purposes.

BREAKDOWN OF RESPONDENTS



N=44

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

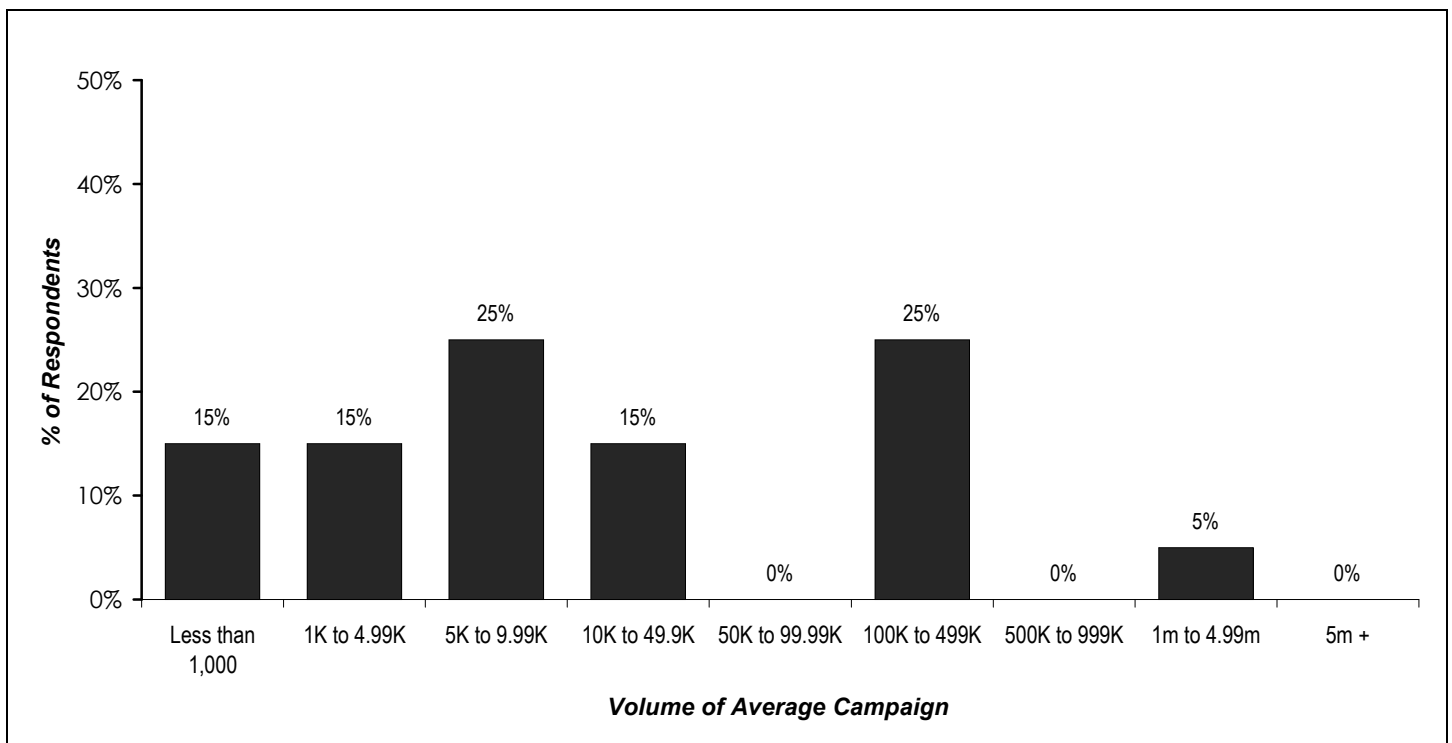


N=44

DIRECT MAIL RESPONSE RATE OVERVIEW

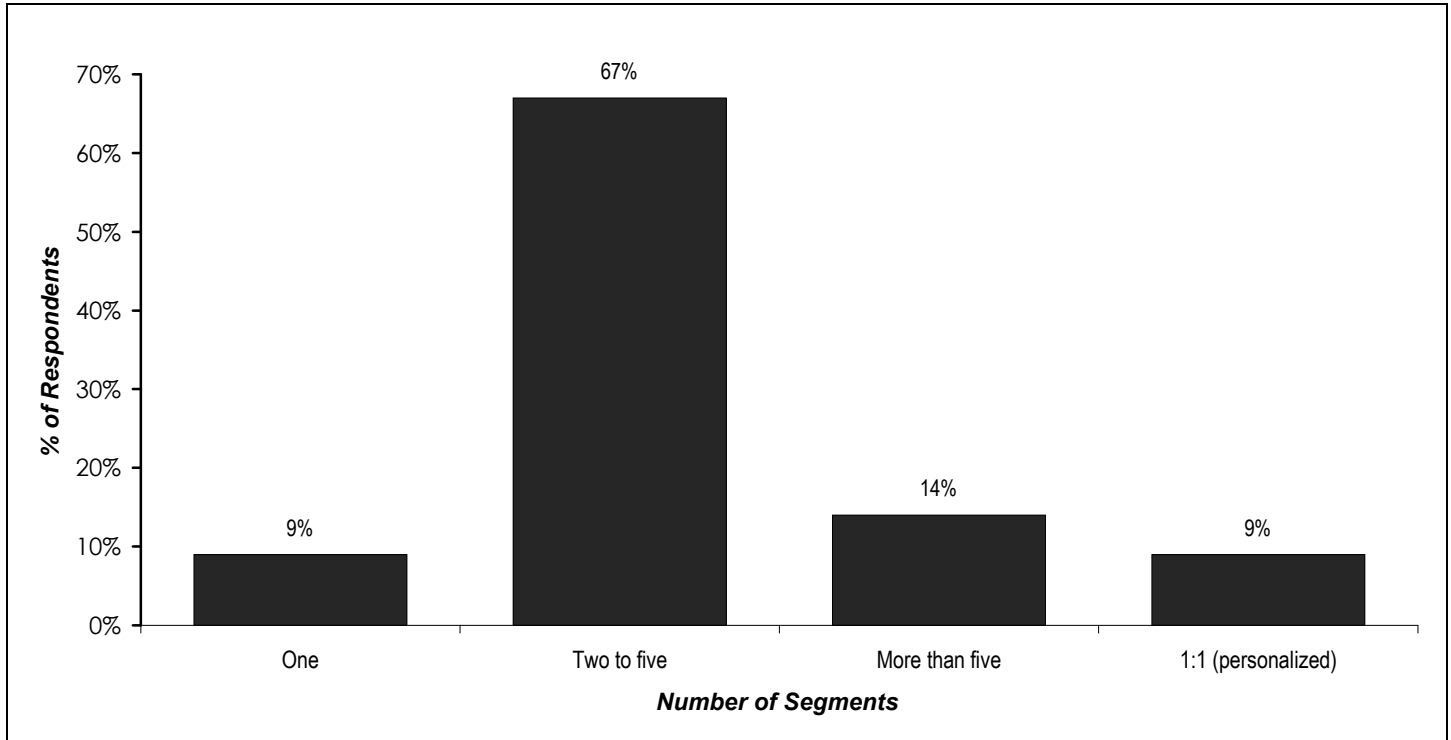
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	11.45%	3.00%	\$13.35	6
Postcard	7.83%	2.29%	NA	9
Oversized envelope	NA	NA	NA	NA
Dimensional	12.00%	7.75%	NA	4

PERCENTAGE OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



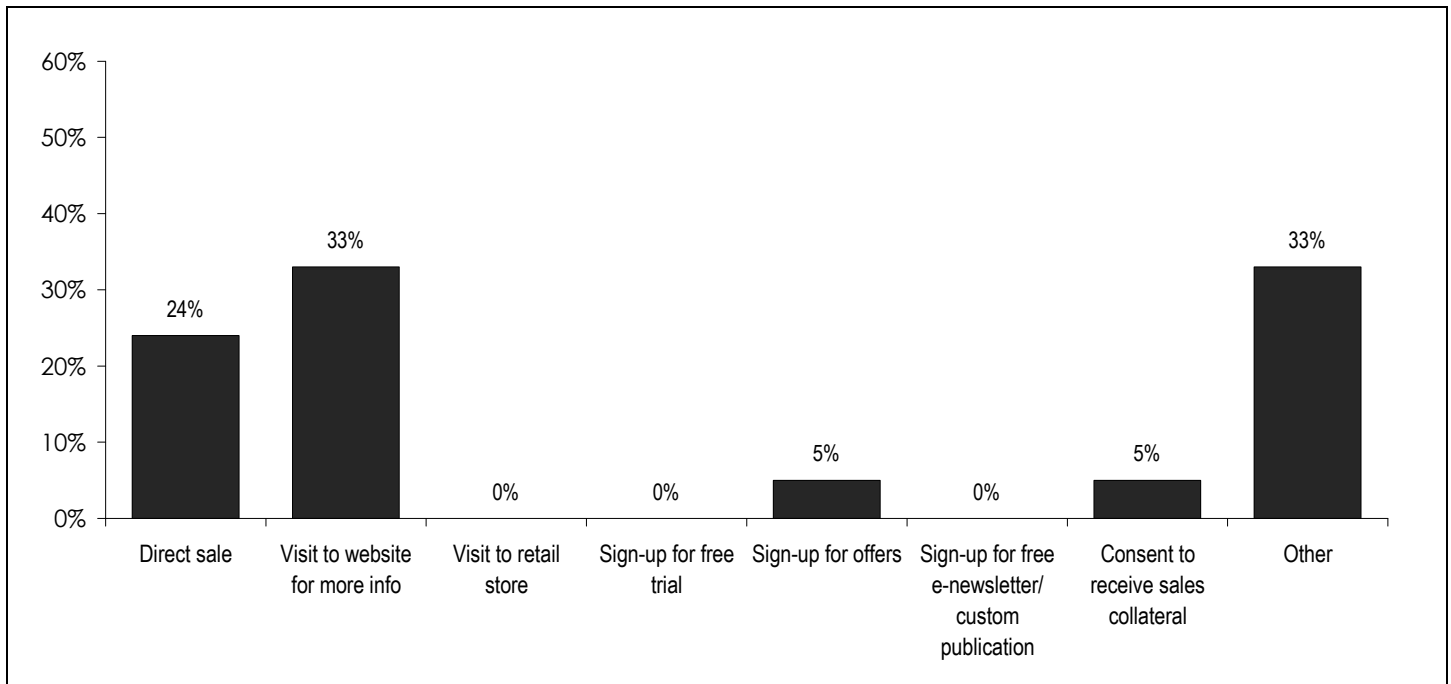
N=20

PERCENTAGE OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=21

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN



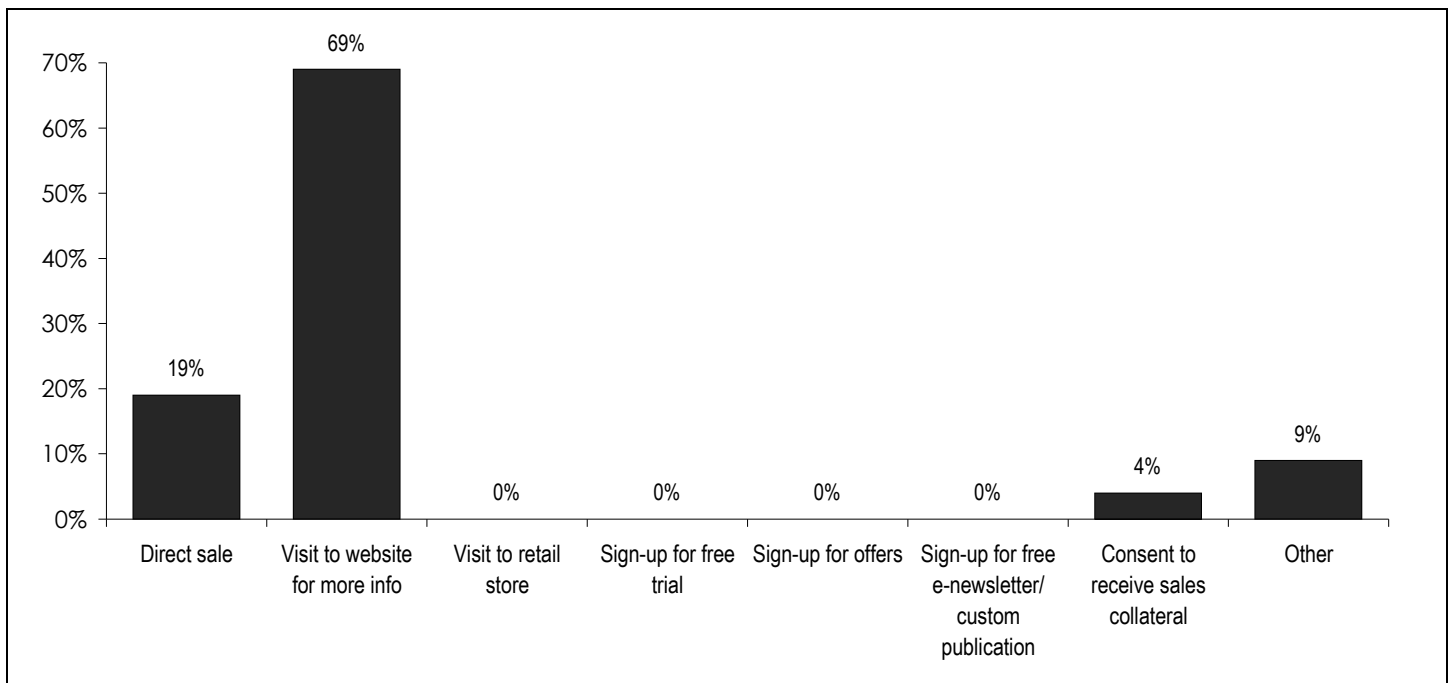
N=21

NOTE: Most of those checking 'other' specified that their purpose was to set up a follow-up call from a sales rep.

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	14.18%	8.12%	19
Click-through rate	9.62%	3.63%	17
Conversion rate	5.32%	0.13%	8
Bounce-back rate	2.15%	4.23%	11
Unsubscribe rate	0.64%	1.52%	11

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN

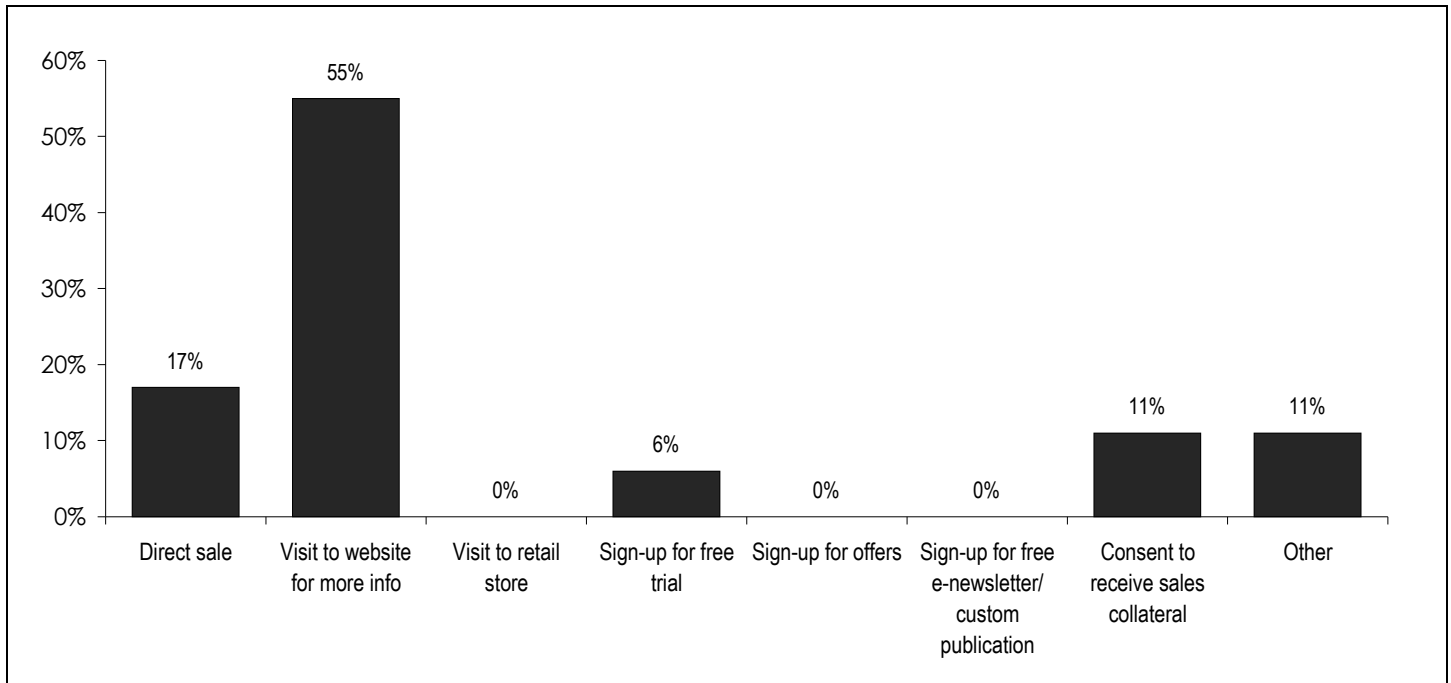


N=26

INTERNET PAID SEARCH METRIC OVERVIEW

Metric	Average	Number of Respondents
CPC	\$5.37	8
Conversion rate	3.79%	6

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET PAID SEARCH CAMPAIGN

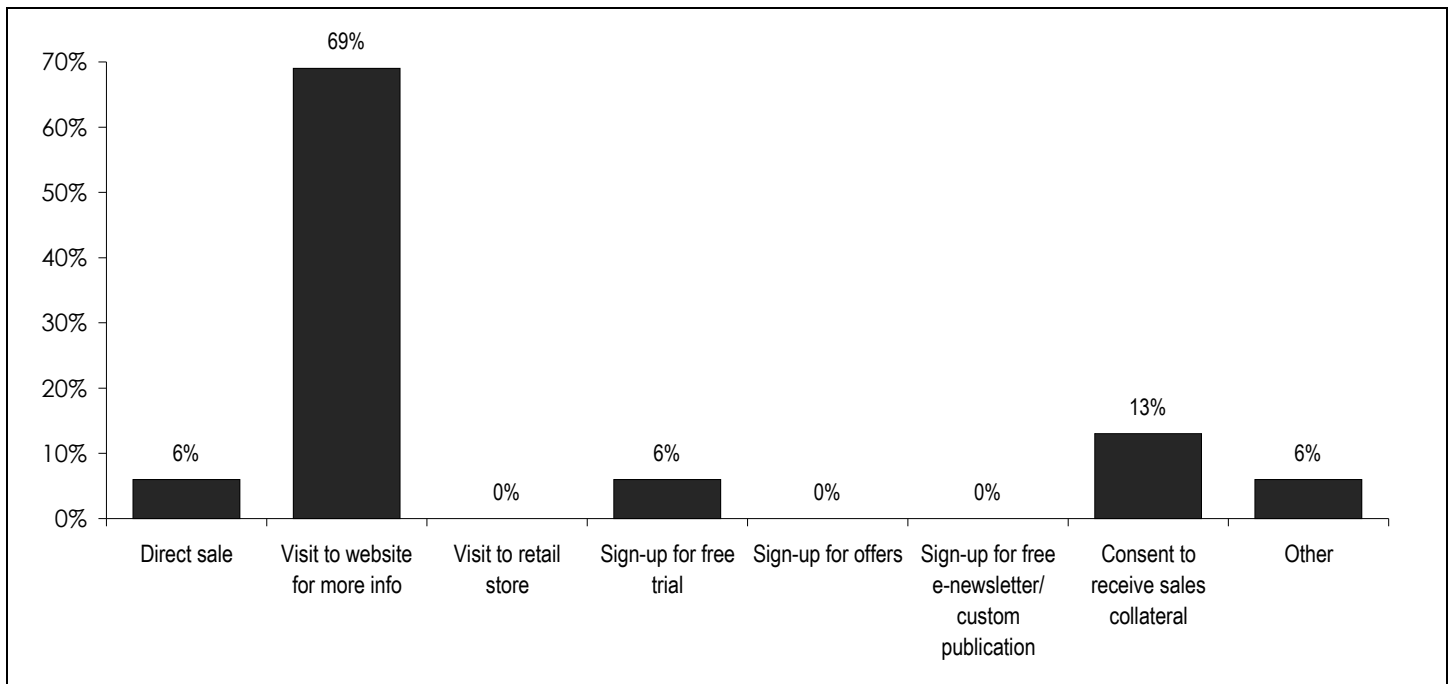


N=18

INTERNET DISPLAY METRICS OVERVIEW

Metric	Average	Number of Respondents
CPM	\$13.50	6
CPA	NA	NA
Click rate	0.49%	8
Conversion rate	NA	NA

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF INTERNET DISPLAY AD CAMPAIGN

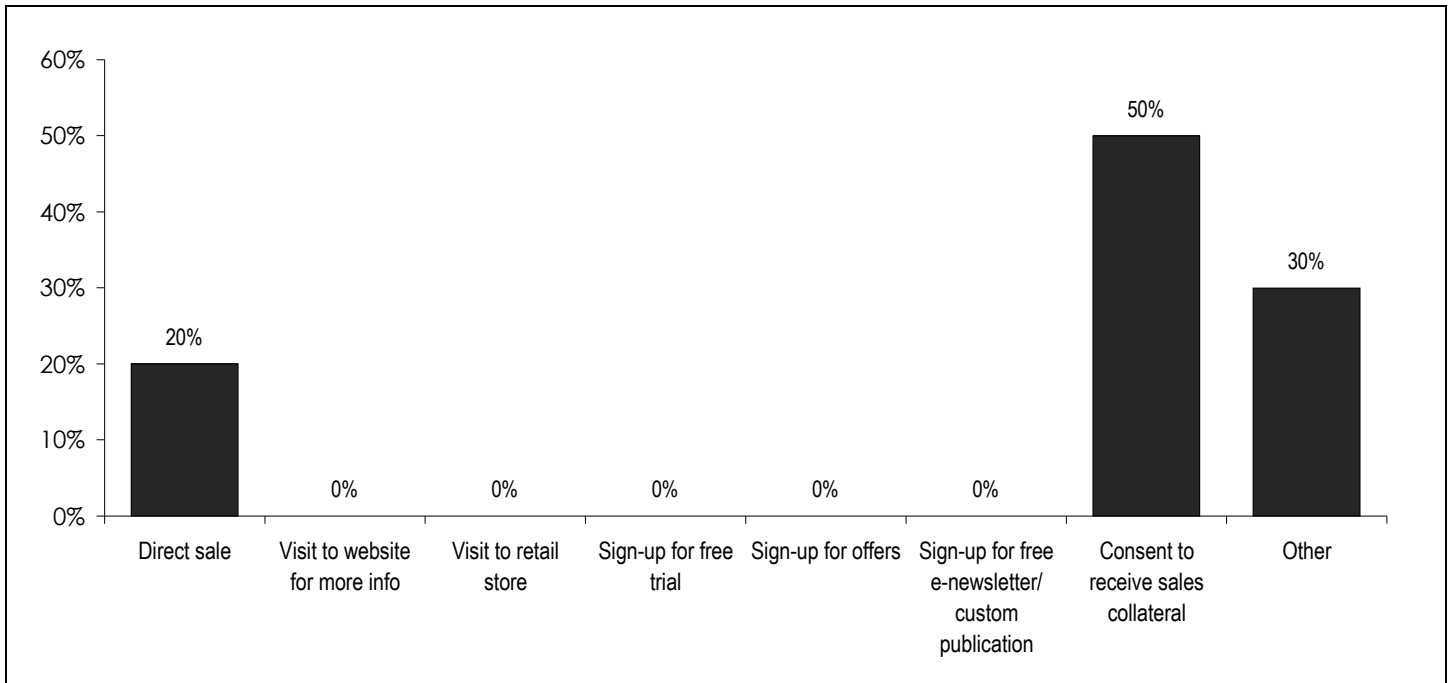


N=16

OUTBOUND TELEPHONE METRICS OVERVIEW

Purpose	Response Rate	Cost per Contact	Number of Respondents
Cross-selling/Up-selling	NA	NA	2
Prospect Calling	17.17	\$141.79	7

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF TELEPHONE CAMPAIGN



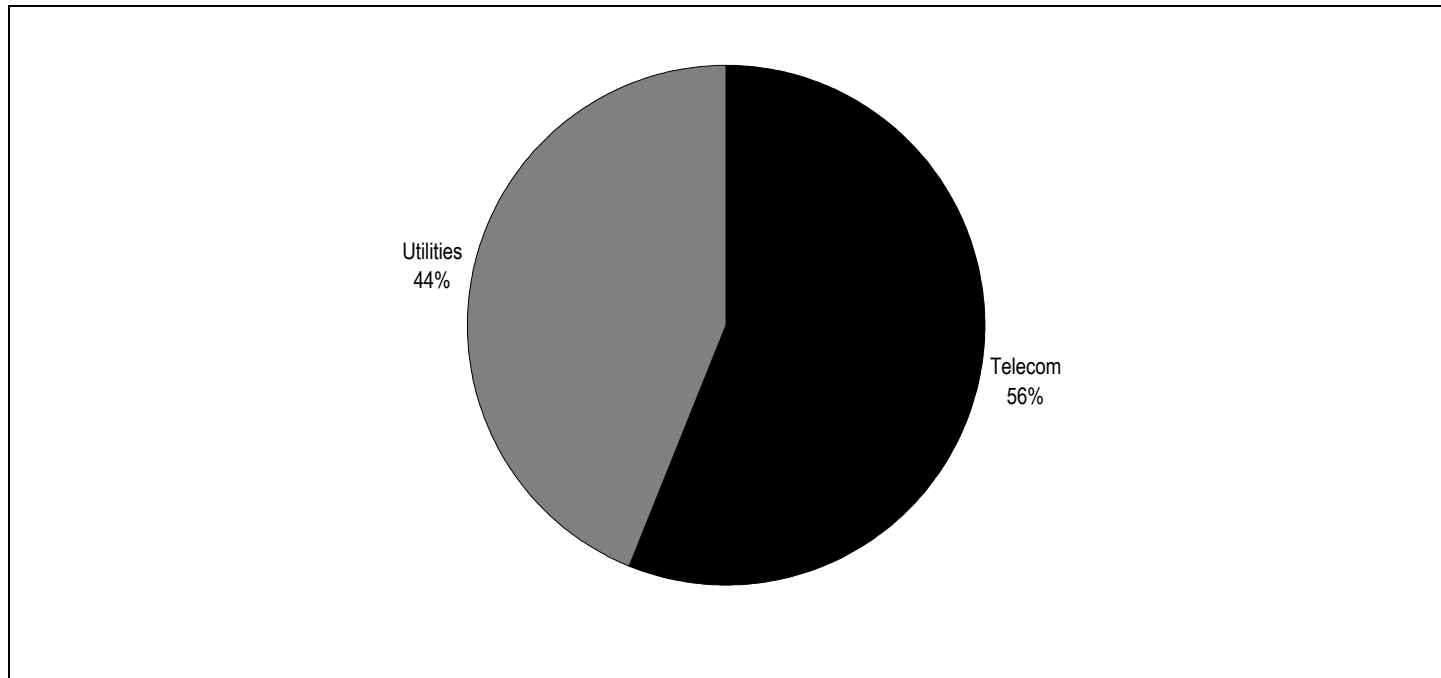
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TELECOM & UTILITIES

CHAPTER HIGHLIGHTS

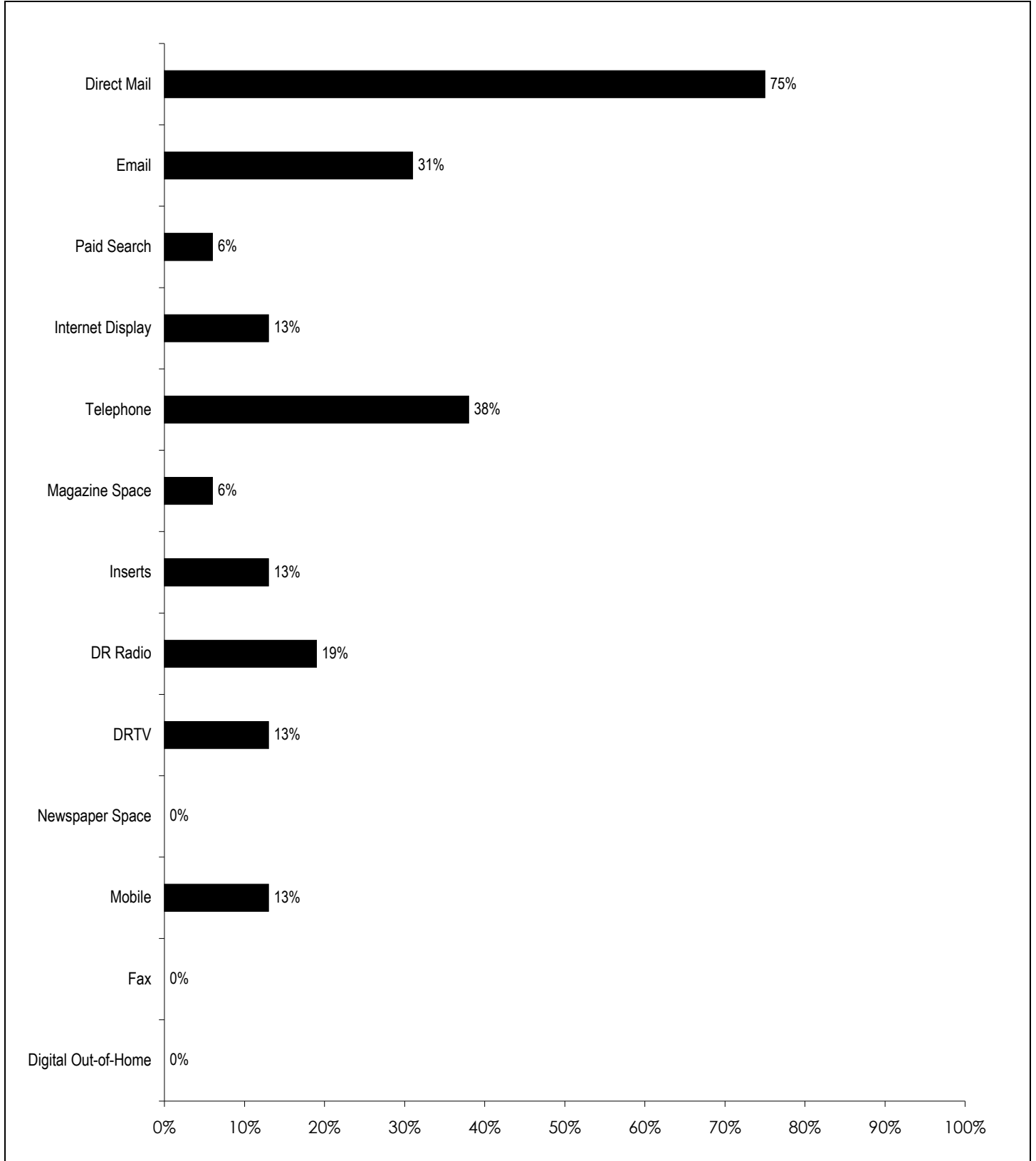
- This category reflects the combination of two industries with similar marketing profiles. Of the 16 companies in this combined sample, seven (44%) are utilities and nine (56%) are telecom.
- 75% use direct mail with a median volume of 350,000 and an average of 5+ segmentations. Telephone at 38% of respondents and email at 31% of respondents are the next most utilized media in these segments.
- Response rates for direct mail are low relative to the overall sample: 1.33% for a letter-sized envelope to a house list and 0.63% to a prospect; and 0.91% for a postcard to a house list and 0.45% to a prospect.
- Direct mail had the primary purpose of generating a direct sale for 83% of the mailers in this segment.
- Email numbers are provided but come from a sample too small to support conclusions.

DISTRIBUTION OF RESPONDENTS



N=16

PERCENTAGE OF RESPONDENTS USING EACH MEDIUM

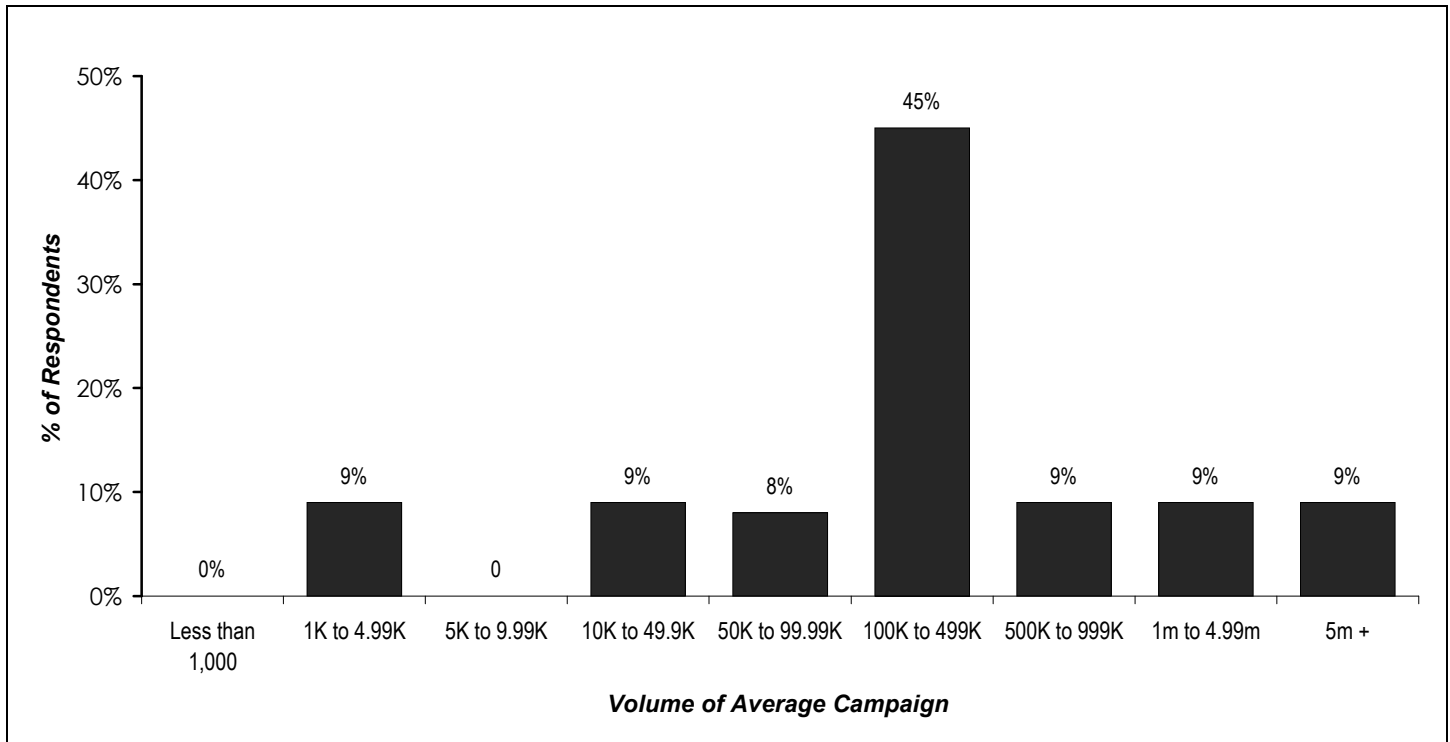


N=16

DIRECT MAIL RESPONSE RATE OVERVIEW

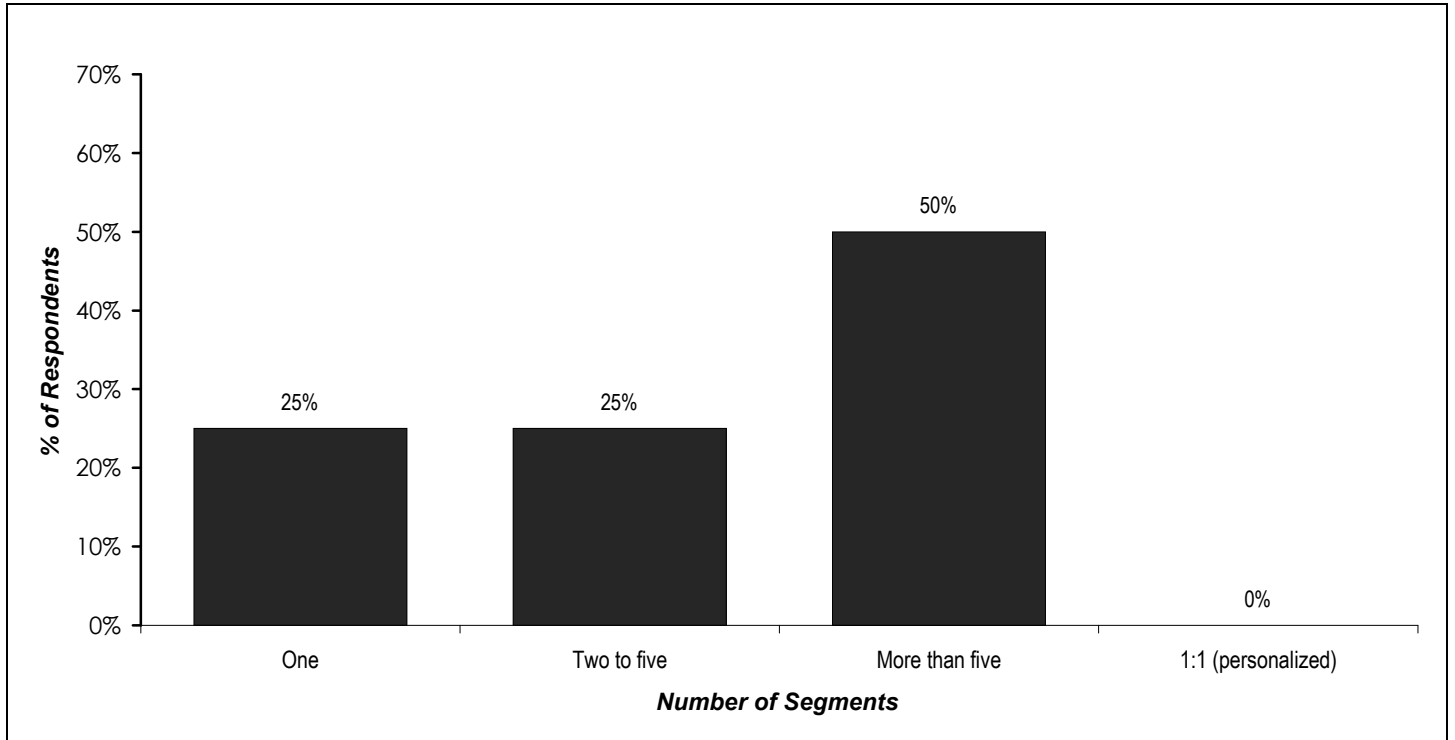
Format	House File	Prospect File	Promo Cost per Order/Lead	Number of Respondents
Letter-sized envelope	1.33%	0.63%	\$56.00	8
Postcard	0.91%	0.45%	\$81.67	6

DISTRIBUTION OF RESPONDENTS BY AVERAGE MAIL VOLUME FOR DIRECT MAIL CAMPAIGNS



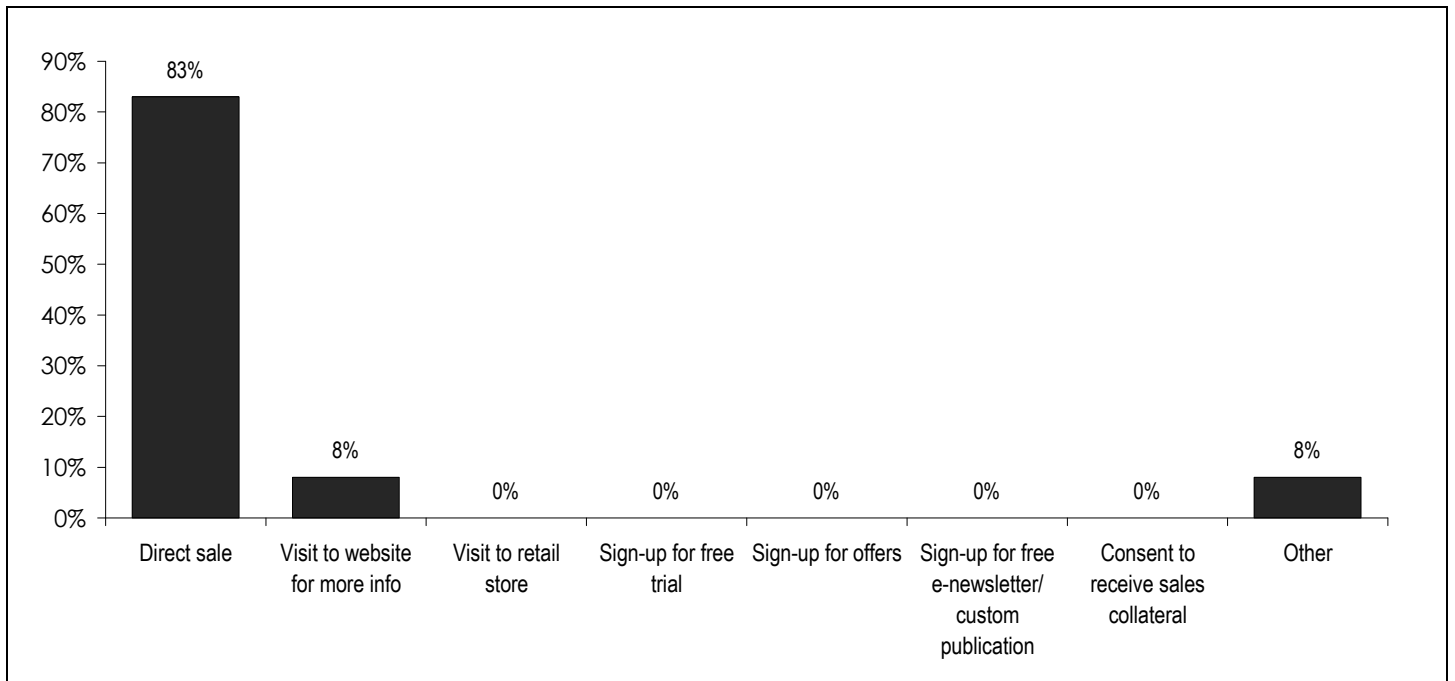
N=11

DISTRIBUTION OF RESPONDENTS BY NUMBER OF SEGMENTS USED IN DIRECT MAIL CAMPAIGN



N=12

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF DIRECT MAIL CAMPAIGN

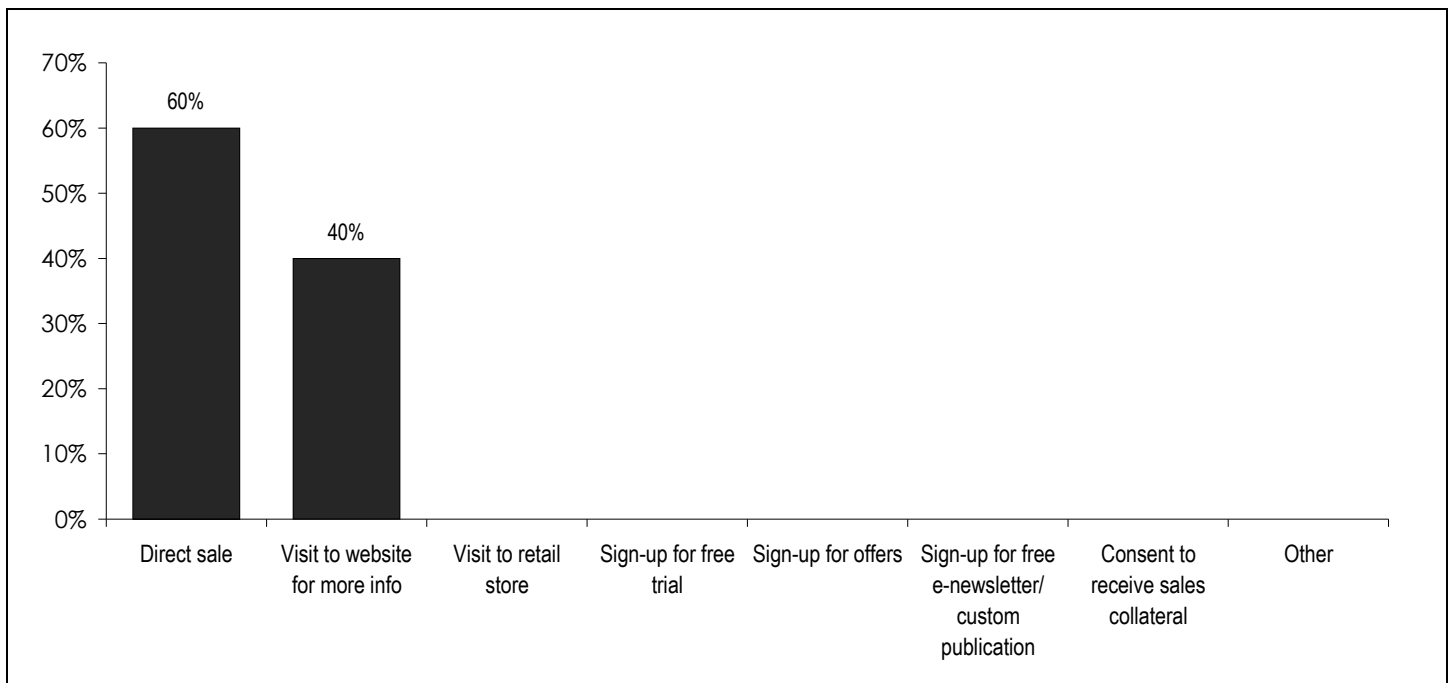


N=12

EMAIL METRICS OVERVIEW

Metric	House File	Prospect File	Number of Respondents
Open rate	18.65%	11.00%	4
Click-through rate	9.45%	NA	4
Conversion rate	0.79%	NA	3
Bounce-back rate	3.17%	NA	3
Unsubscribe rate	0.59%	NA	3

DISTRIBUTION OF RESPONDENTS BY PRIMARY DESIRED OUTCOME OF EMAIL CAMPAIGN



N=5

APPENDIX

SAMPLE QUESTIONNAIRE

- The questionnaire was deployed online using the survey software of Cvent.
- Any questions numbered with a decimal are subquestions that were only shown to those respondents who answered 'yes' in the main question (question with the whole number).

General Instructions

This survey will ask you about the performance of an average/representative campaign in each media.

1. If you are an **agency**, please enter the results you achieve on average for your clients. If your results vary by industry, please concentrate on your most common type of client. You may repeat the survey for different industries if you would like.
2. If you are a **marketer**, please enter the results for a representative campaign.
3. If you a **supplier** of direct marketing services, please enter results from one of your own campaigns.

Anywhere we ask for a 'rate', please insert the number as if a percentage sign follows the box. For example, you would enter a response rate of 1.5% as '1.5'.

Anywhere we ask for a 'cost per...', please put the dollar amount without '\$'. For instance, for a cost per click of 75 cents, enter '0.75'.

If your campaigns are fully integrated -- multiple media deployed under a single strategy -- please try to isolate the bounce provided by each media.

DIRECT MAIL

*1. Do you use direct mail in your marketing campaigns?

- Yes
- No

1.1. What is the average response rate for your direct mail campaigns to your in-house and prospect lists for each of the following mail formats? If you do not use or track response for a format, please put an "X" in the final column.

House file = list of current and former customers

Prospect file = an external list, usually rented.

	Response Rate: House file	Response Rate: Prospect file	Promo cost per order/lead	Don't use/Don't track
Letter-size envelope	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Postcard	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Oversize envelope	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dimensional	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Catalog	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

1.2. What is the average volume of your direct mail campaigns?

1.3. On average, how many segments do you use in your direct mail campaigns?

- 1 segment
- 2-5 segments
- 5+ segments
- 1 to 1 (personalized)

1.4. What is the primary desired outcome of your direct mail campaigns?

- Direct sale
- Visit to website for more information
- Visit to retail store
- Sign-up for a free trial
- Sign-up to receive offers
- Sign-up to receive free newsletter/custom publication
- Consent to receive sales collateral
- Other

1.5. To best of your knowledge, what percentage of your response to your direct mail campaigns is captured by offline channels (mail, inbound telephone) versus online (website)?

Offline	<input type="text"/>
Online	<input type="text"/>
Total:	100

COMMERCIAL EMAIL

***2.** Do you use commercial email in your promotional campaigns?

Yes

No

2.1. For your email campaigns, please enter your average for each metric. If you do not use or track a metric, please put an "X" in the final column.

- Open rate** = Number of opened emails per delivered email
- Click through rate** = Number of clicks per delivered email
- Conversion rate** = Number of desired outcomes (sale/lead) per delivered email
- Bounce-back rate** = Number of bounces per sent email
- Unsubscribe rate** = Number of unsubscribe requests per sent email
- Acquisition cost** = (Total campaign cost)/(Number of desired outcomes)

	House file	Prospect file	Don't know/Don't track
Open rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Click-through rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Conversion rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bounce-back rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Unsubscribe rate	<input type="text"/>	<input type="text"/>	<input type="text"/>
Acquisition cost	<input type="text"/>	<input type="text"/>	<input type="text"/>

2.2. What is the primary desired outcome of your email campaigns?

Direct sale

Visit to website for more information

Visit to retail store

Sign-up for a free trial

Sign-up to receive offers

Sign-up to receive free enewsletter/custom publication

Consent to receive sales collateral

Other

INTERNET DISPLAY

*3. Are Internet display ads part of your marketing campaigns?

- Yes
- No

3.1. For your internet display campaigns, please enter your average for each metric? If you do not use or track a metric, please indicate with an "X" in the final column.

CPM = Cost per 1000 impressions

CPA = Cost per action

Click rate = click-through or click-within rate

Conversion rate = desired outcomes per click

	Average	Don't know/Don't track
CPM	<input type="text"/>	<input type="text"/>
CPA	<input type="text"/>	<input type="text"/>
Click rate	<input type="text"/>	<input type="text"/>
Conversion rate	<input type="text"/>	<input type="text"/>

3.2. What is the primary desired outcome of your Internet display campaigns?

- Direct sale
- Visit to website for more information
- Visit to retail store
- Sign-up for a free trial
- Sign-up to receive offers
- Sign-up to receive free newsletter/custom publication
- Consent to receive sales collateral
- Other

INTERNET PAID SEARCH

*4. Do you use paid search in your marketing campaigns?

Yes

No

4.1. For you paid search campaigns, what is your average cost per click and conversion rate per click? If you do not know or track this metric, please put an "X" in the final column.

CPC = cost per click

Conversion rate = desired outcomes per click

	Average	Don't know/don't track
CPC	<input type="text"/>	<input type="text"/>
Conversion rate	<input type="text"/>	<input type="text"/>

4.2. What is the primary desired outcome of your paid search campaigns?

Direct sale

Visit to website for more information

Visit to retail store

Sign-up for a free trial

Sign-up to receive offers

Sign-up to receive free enewsletter/custom publication

Consent to receive sales collateral

Other

MOBILE MARKETING

5. Do you use mobile ads as part of your marketing campaigns?

- Yes
- No

5.1. What are the average rates for the following metrics for your mobile campaign? For the purposes of this report, mobile display ads are those placed on and linking to WAP sites

CPC = cost per click

Click-through rate (CTR) = number of clicks per impression

Conversion rate = desired outcomes per click

	Average	Don't know/Don't track
SMS click-through rate	<input type="text"/>	<input type="text"/>
SMS conversion rate	<input type="text"/>	<input type="text"/>
Display ad CTR	<input type="text"/>	<input type="text"/>
Display ad conversion rate	<input type="text"/>	<input type="text"/>
Display ad CPC	<input type="text"/>	<input type="text"/>

5.2. What is the primary desired outcome of your mobile campaigns?

- Direct sale
- Visit to website for more information
- Visit to retail store
- Sign-up for a free trial
- Sign-up to receive offers
- Sign-up to receive free newsletter/custom publication
- Consent to receive sales collateral
- Other

TELEPHONE

6. Do you use outbound telephone marketing in your marketing campaigns

Yes

No

6.1. What is the average response rate (generated lead or completed direct sale) for your outbound telephone marketing for your in-house (cross-sell/up-sell) and prospect lists? In the second column, please enter the cost per contact. If you do not use or track this metric, please indicate with an "X" in the final column.

Cost per contact = cost to generate each lead/sale

	Average response rate	Cost per contact	Don't use/Don't track
Outbound Cross-selling/upselling	<input type="text"/>	<input type="text"/>	<input type="text"/>
Outbound Prospect calling	<input type="text"/>	<input type="text"/>	<input type="text"/>

6.2. What is the primary desired outcome of your telephone campaigns?

Direct sale

Visit to website for more information

Visit to retail store

Sign-up for a free trial

Sign-up to receive offers

Sign-up to receive free enewsletter/custom publication

Agree to receive sales collateral

Other

DIRECT RESPONSE TV

*7. Do you use DRTV in your marketing campaigns?

- Yes
- No

7.1. Do you use primarily short form (2 minutes or less) or long form (more than 2 minutes)?

- Short form
- Long form
- Both in equal amounts

7.2. For your DRTV campaigns, please enter your average for each metric. If you do not use or track a metric, please indicate with an "X" in the final column.

CPC = Cost per call

Media ratio = (revenue generated)/(media cost). Enter without ":1", e.g., '2.5:1', enter as '2.5'.

Retail ratio = (#of units sold via retail)/(# of units sold direct). Enter without ":1", e.g., '2.5:1', enter as '2.5'.

CPL = Cost per lead

	Average	Don't track/Don't know
CPC	<input type="text"/>	<input type="text"/>
Media ratio	<input type="text"/>	<input type="text"/>
Retail Ratio	<input type="text"/>	<input type="text"/>
CPL	<input type="text"/>	<input type="text"/>

7.3. What is the primary desired outcome of your representative/average DRTV campaign?

- Direct sale
- Visit to website for more information
- Visit to retail store
- Sign-up for a free trial
- Sign-up to receive offers
- Sign-up to receive free newsletter/custom publication
- Consent to receive sales collateral
- Other

OTHER MEDIA

*8. Which of the following media do you use in your marketing campaigns?

- DR radio
- DR magazine space ads
- DR newspaper space ads
- Inserts
- Digital out-of-home
- Fax
- None of the above

8.1. What is your cost per lead/order for your DR radio advertising?

8.2. What is your cost per lead/order for your DR magazine space advertising?

8.3. What is your cost per lead/order for your DR newspaper space advertising?

8.4. What is your cost per lead/order for your Insert advertising?

8.5. What is your cost per lead/order for your Digital out-of-home advertising?

GENERAL

*9. Which vertical below best describes the product or service promoted by your representative campaign?

- Building/Construction
- Business-to-Business Services
- Consumer Packaged Goods
- Entertainment
- Education
- Financial Services – Banking & Credit Cards
- Financial Services – Investments & Mortgages
- Financial Services – Insurance
- Healthcare / Pharmaceuticals
- Manufacturing
- Not-for-Profit
- Publishing & Media
- Real Estate
- Retail (including Catalog)
- Technology
- Telecommunications
- Travel / Hospitality
- Utilities
- Other:

10. Is your representative campaign B-to-B or B-to-C?

- B-to-B
- B-to-C

11. Which of the following best describes your company?

- Agency
- Marketer
- Supplier of marketing services

12. What is the average value of an order or lead resulting from your representative/average campaign?

13. In appreciation for your responses to this survey, we would like to e-mail you a copy of the 2009 Response Rate Report. Please provide your current e-mail address:

THANK YOU FOR COMPLETING THE SURVEY! WE VALUE YOUR FEEDBACK AND APPRECIATE YOUR TIME