

# Nobi Group Case Study

## SALES | Data-Driven Solution for Increasing High Dollar Purchases

By The Numbers:

11

INTERVENTIONS  
TESTED

2,048

COMBINATIONS

~60%

IMPROVEMENT

Direct mail and e-mail campaigns are well known to be a powerful, targeted marketing tactic that can achieve high ROI/results. This is even truer when a statistical design is teamed with the campaign to augment current sales performance.

A recent case challenged Nobi to take over current email marketing initiatives and build a statistical design around 11 changes aimed at achieving more precise customer targeting. The measurements were initial sales and retention. Among the tactics tested were copy, graphic design and demographic/psychographic messaging within the e-mails. ✓

**WHY WORK WITH NOBI?** Our team has a proven track record of successfully executing email and direct mail campaigns. By coupling our experts' abilities in the marketing realm with our Innovation Specialist unparalleled skill in Statistical Design, the client was confident that their campaign would yield results with the scientific backing to justify future implementations.

**AMONG THE FINDINGS:** In the end, a couple of individual tactics, as well as one pair of tactics that formed an interaction, helped overall. However, by targeting different segments, larger increases were realized, with no segment requiring more than three tactics.

Sales increases by segment varied from zero to nearly triple, averaging about 60%. The "zero improvement" segments allowed marketing spend to be better allocated. Further, retention was increased an extra 1% point. Unit price of this consumer product was \$30,000 to \$40,000 for initial purchase, with repeat sales every 1-3 years typically.

