



KAP

SERVICE | SOLUTIONS | SUCCESS

Small Changes Yield Big Results

A Case Study of List Management:

Examining the immediate and sustained impacts of KAP's list management



When KAP started managing the file of Feeding America, the client was only interested in improving exchange balances to grow acquisition volumes.

They were so intent on this priority that they feared any increase in rental revenue.

While Feeding America did indeed need to expand its base of viable exchange lists, KAP set out to prove that growing rental revenue can be compatible with a healthy exchange program.

We established a new protocol with the list broker to prioritize key exchanges and we used personal selling to effectively market the file on rental.

Key Achievements

- Exchanges grew 34% from year 1 to year 2.
- Ratio of exchanges to rentals grew by 16% from year 1 to year 2 and by 11% from year 2 to year 3.
- Six of the broker's Top 16 lists increased in exchange volume by an average of 79% (another 7 increased or stayed flat)
- Gross rental revenue grew 28% in the first year simultaneous with the 34% increase in exchanges.
- 34 new rental tests were generated in year 1.
- 45 new rental tests were generated in year 2.
- Rental revenue grew by another 5% in year 2 despite a significant reduction in file size.



Summary

- Both rental revenue and exchanges grew by double digits in the first two years with KAP. This occurred during a time when many list owners saw significant declines in list rental activity.
- KAP makes immediate improvements to both rental revenue and exchange opportunities but most importantly, we keep your program growing after initial impact.
- We listen to our clients and work hard to address their key concerns while also taking a proactive approach to growing the program overall.
- In cases where KAP does not handle both brokerage and management, the impacts of our management strategies are primarily geared toward the needs of the broker for prospecting. This results in considerable cost savings in acquisition.
- Our ability to generate list tests is highly valued. The fact that our retest conversion rate is approximately 80% is even more compelling.

About KAP

KAP aims to be the premier **acquisition partner** for our clients in the non-profit industry. By leveraging our core competencies of direct response list brokerage and list management as well as our extensive industry experience and our culture of innovation and discovery, we are positioned to deliver the most appropriate and rewarding donor acquisition opportunities to non-profits.