



KAP

SERVICE | SOLUTIONS | SUCCESS

List Planning Advantage

**A Case Study of Performance Gains
Achieved by Strategic List Planning**



The wrong lists? Or the right lists but lackluster strategy and execution?

A large national health mailer approached KAP to evaluate their list strategy. We found they weren't mailing the wrong lists – they were simply not employing a strategy that maximized those lists to the fullest potential.

The non-profit asked us to conduct a head-to-head testing process spanning three-campaigns that would allow them to evaluate the ENTIRE list plan, and not just test lists.

It is admittedly difficult and time-consuming to conduct a direct comparison test but this mailer was able to do so and the results produced a compelling reason to switch to KAP.

Methodology

- **Key Acquisition Partners** was asked to test against the incumbent, **Paradysz.**
- **Each company submitted its recommendations and was guaranteed that at least 5,000 names of each recommended list would be mailed. Test lists were also submitted.**
- **A single combined plan was mailed and when results were available they were matched back to the original list plans submitted by each broker to determine what the originally submitted plans would have yielded.**
- **Brokers were asked to submit recommendations across three consecutive campaigns.**



This client had three primary objectives:

- 1) Meet or exceed broker-stated projections for the campaign.
- 2) Increase response rates
- 3) Minimize costs

Key Outcomes

- In the first campaign, 80% of lists recommended by KAP had a better NPD than the campaign average. 90% of all KAP recommendations had a higher response rate than average.
- In the second campaign the KAP plan yielded 5% better response rate and 12% better average gift.
- In the third campaign KAP's response was 13% better and NPD was 11% better.
- For test lists, KAP had a 67% rollout rate versus Paradysz's 21% and KAP's universe was 856,000 versus 181,000 .

	Resp.	GYPM	NPDA	Test Lists
KAP – C1	NA	NA	22% better	5:1 rollout
KAP – C2	5%	17%	Equal	4:1 rollout
KAP – C3	13%	2%	11%	6:1 rollout



Key Observations

- KAP combines superior gross performance metrics with extremely diligent cost-reduction measures to deliver the most optimized plan possible.
- The current method of evaluating list brokers rewards those with the best sales pitches but there is no way to know that the best choice is being made without an ability to evaluate performance head to head. This case study offers you the benefit of learning from others experience.
- KAP consistently delivers both strong test list recommendations as well as thoughtful, forward-looking use of continuations designed to optimize an entire year's worth of campaigns, not just one campaign at a time.
- Promises of significant cost savings presume that rentals will be a major part of the list plans. KAP focuses keenly on exchanges to minimize costs in a more significant way than cutting costs on rentals ever could.
- In a head to head comparison, KAP repeatedly succeeds for clients and exceeds the competition.

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.