

Advanced Research Gets Dynamic Results

A Personality Study Improves Results from Direct Mail, Geo Targeted Internet Marketing and Branding

Attention Contractor 20/20 marketing partners ,

I really want to chat with you about our improved direct mail method.

It is really doing great..... The method involves mailing to only 4 out the 65 very tight personality profiles to dramatically increase results.

Here is the procedure:

1. We send your list to Experian to be analyzed.
2. We send these results and information to Emily's internet marketing team and Laura's Branding team to write the best copy using themes that will appeal to your most potential buyers.
3. We send you a report that compares your customers' personalities to the general public.
4. We send a test mailer out to the top 12 out of 65 personalities.
(See "customer study 3" below.)
5. We track back the sales from those 12 personalities to find the 4 best.

The Power of the Right Art and the Right Target Gives You an Awesome 72% Drop in Cost !

In 1998 the average new customers cost for plumbers was over 25%.

Now it is just 5.99% today, after 3 art and target adjustments.
(see “louisiana plumber” below)

New customer coupon mailer sales of \$52,899.89, sales with a 72% drop in cost - how?

- 1) test art;
- 2) test targets;
- 3) adjust for results to increase roi

NOW the tracking below shows a drop-in cost .. with the next 4 personality cuts forces a drop to 5.99% new customer cost.

Follow the money:

Test Mailer one sold \$4884.53 Than the Mailer 1 did in 8 weeks with (that had 12 personalities and 3 arts)

Test mailer two sold \$23,481.52 In 8 weeks the 2nd mailer (with 4 personalities and 1 art).

Test mailer three sold \$52,899.89 cost \$4,520.16

How do we do it : 1) test art; 2)test targets; 3)adjust for results to increase roi

The result of fine tuning the art and the target.

<http://www.contractor2020.com/uploads/improved-direct-mail.pdf>

CUSTOMER STUDY 3

Mosaic Distribution	General Public # of Households	Customers # of Households	General Public % of Total	Customers % of Total	Customers vs. General Public
Aging in Place J34 “,	8049	8	2.29%	1.97%	86.03%
Aging of Aquarius C11 Ž,	21297	18	6.05%	4.42%	73.06%
American Royalty A01 Ž•	6328	4	1.80%	0.98%	54.44%
Asian Achievers B10 •	21	1	0.01%	0.25%	2500.00%
Babies and Bliss 𐀀	18505	20	5.26%	4.91%	93.35%
Birkenstocks and Beemers H27 𐀀	5764	8	1.64%	1.97%	120.12%
Blue Collar Comfort I31	1575		0.45%		
Bohemian Groove K40	5381	4	1.53%	0.98%	64.05%
Boomers and Boomerangs C14 Žf	12508	21	3.55%	5.16%	145.35%
Booming and Consuming L41 CE,	2476	2	0.70%	0.49%	70.00%
Ciudad Strivers P60	1608		0.46%		
Colleges and Cafes O53	272		0.08%		
Countrified Pragmatics N47	374		0.11%		
Couples With Clout A05 •	10542	12	2.99%	2.95%	98.66%
Cul de Sac Diversity D17 CE•	25151	37	7.14%	9.09%	127.31%
Dare to Dream R66	757	1	0.22%	0.25%	113.64%
Destination Recreation H29 ‘,	5193	4	1.48%	0.98%	66.22%
Diapers and Debit Cards M45	783	2	0.22%	0.49%	222.73%
Digital Dependents O51	4057	2	1.15%	0.49%	42.61%
Enduring Hardships S70	55		0.02%		
Everyday Moderates H28 CECE	22887	34	6.50%	8.35%	128.46%
Families Matter Most F23 ”	4969	5	1.41%	1.23%	87.23%
Family Fun-Tastic B09 ”	7492	10	2.13%	2.46%	115.49%
Family Troopers O55	862		0.24%		
Fast Track Couples F22 •	11971	12	3.40%	2.95%	86.76%
Footloose and Family Free Q63	12896	49	3.66%	12.04%	328.96%
Full Pockets, Empty Nests E19	7014	2	1.99%	0.49%	24.62%
Full Steam Ahead O50	1953	1	0.55%	0.25%	45.45%
Generational Soup B07 Ž•	12773	19	3.63%	4.67%	128.65%
Golf Carts and Gourmets CE,	4964	7	1.41%	1.72%	121.99%
Gospel Grits N48 „,	113		0.03%		
Hard Times S71	277		0.08%		
Hispanic Harmony I33 CECE	13095	8	3.72%	1.97%	52.96%
Homemade Happiness L43	543		0.15%		
Hope for Tomorrow R67	38		0.01%		
Humble Beginnings P61	680		0.19%		
Jet Set Urbanites A06 ‘„,	313		0.09%		
Kids and Cabernet A03 𐀀	5509	7	1.56%	1.72%	110.26%
Latin Flair I32	244		0.07%		
Metro Fusion K39	1193	1	0.34%	0.25%	73.53%
No Place Like Home E20	3672	2	1.04%	0.49%	47.12%
Nuevo Horizons P59	19968		5.67%		
Picture Perfect Families A04	2838	2	0.81%	0.49%	60.49%
Platinum Prosperity A02 Ž•	9765	10	2.77%	2.46%	88.81%
Progressive Potpurri H26 ‘,	217		0.06%		
Reaping Rewards Q62CE CE,	5976	20	1.70%	4.91%	288.82%
Red, White and Bluegrass M44	227		0.06%		
Rolling the Dice P56	14043	8	3.99%	1.97%	49.37%
Rooted Flower Power L42	19886	22	5.65%	5.41%	95.75%
Rural Escape J35	32		0.01%		
Senior Discounts Q65	2557	11	0.73%	2.70%	369.86%
Settled and Sensible J36	698	2	0.20%	0.49%	245.00%
Settled in Suburbia D16	617		0.18%		
Silver and Sophisticated C13 𐀀	4604	4	1.31%	0.98%	74.81%
Small Town Shallow Pockets S68	2155	1	0.61%	0.25%	40.98%
Soul Survivors S69	661		0.19%		
Soulful Spenders D18 „,	1015		0.29%		
Sport Utility Families D15 ”	1021		0.29%		
Status Seeking Single G24 •f	8718	7	2.48%	1.72%	69.35%
Stockcars and State Parks I30	62		0.02%		
Striving Single Scene G24 •f	2114	3	0.60%	0.74%	123.33%
Town Elders Q64 „,	4920	7	1.40%	1.72%	122.86%
True Grit Americans N46	101		0.03%		
Unspoiled Splendor E21 “,	1372	6	0.39%	1.47%	376.92%
Urban Ambition O52	20		0.01%		
Urban Edge G25 •f	439		0.12%		
Wired for Success K37 ‘„,	3819	3	1.08%	0.74%	68.52%
Work Hard, Pray Hard N49	33		0.01%		
General Public Total Matching Characteris	352032				
Customers Total Matching Characteristic	407				

TEST 3

A01	0	842	0
A02	0	842	0
A03	1	842	0.001188
A04	1	741	0.00135
A06	3	842	0.003563
B01	2	841	0.002378
B07	3	874	0.003432
C14	1	875	0.001143
D17	0	875	0
H28	5	875	0.005714
Q62	1	684	0.001462
Q63	6	868	0.006912
TOTAL	23	10,000	0.0023

Louisiana Plumber SALES SUMMARY <small>details upon request</small>					
Mosaic	% of Returns resulting in Sales	Total Sales	Average Sale	Total Cost	Advertising Cost of Sale
proprietary 1	50.00%	\$631.60	\$631.60	\$215.04	34.05%
proprietary 2	71.43%	\$3,221.37	\$322.14	\$406.08	12.61%
proprietary 3	100.00%	\$838.80	\$838.80	\$262.08	31.24%
proprietary 4	57.69%	\$11,122.74	\$741.52	\$606.24	5.45%
proprietary 5	82.35%	\$12,664.84	\$904.63	\$1,220.16	9.63%
proprietary 6	58.33%	\$2,468.71	\$352.67	\$261.60	10.60%
proprietary 7	42.86%	\$2,002.11	\$667.37	\$206.40	10.31%
proprietary 8	73.68%	\$6,009.37	\$429.24	\$455.52	7.58%
proprietary 9	37.50%	\$1,294.20	\$431.40	\$261.60	20.21%
Unknown	38.89%	\$12,646.15	\$1,806.59	N/A	N/A
proprietary 10	N/A	N/A	N/A	\$261.60	N/A
proprietary 11	N/A	N/A	N/A	\$205.92	N/A
proprietary 12	N/A	N/A	N/A	\$157.92	N/A
TOTALS:	60.48%	\$52,899.89	\$705.33	\$4,520.16	8.54%

Make the next 4 personality cuts, then cost to drops to 5.99% for the next mailer

Best of all the area marketed was more than 60 miles away from the contractors original company