



Double Digit Response

- A credit card company was seeking to increase response to their offers
- A proof-of-concept campaign was deployed with two groups of recipients:
 - ✓ one receiving offers via only one channel
 - ✓ the second receiving the offer via email and the additional channel
- Campaign synergies yielded double digit increases in response rates.



18.7% lift with email
& direct mail

70% lift with email
& display