

Using a customer database vs. magazine subscribers third party match back data, White Star Media increased sales conversions and outperformed a financial services KPI goal by **40%**.



## STRATEGY

- ✓ Create partner endorsed messaging directly to targeted membership.
- ✓ Use insert media for HHI level targeting for new membership offers.
- ✓ Use retention based offers to customer's house file match backs.

## PROCESS

Align with partners using HHI level targeting capabilities.

Separate creative messaging by geo-demo match back targeting.

## CHALLENGE

WSM was assigned with designing an efficiency model for reaching AARP's Membership file with exclusive direct to member offers.

Existing media reach included low conversion rates based on high non-membership distribution.

**Goal:** Use high demo/geo target penetration to redirect messaging and increase sales conversion.

## RESULTS

Achieved **5%** conversion rate vs previous **3%** conversion across **12** month campaign.