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FOR IMMEDIATE RELEASE

Alliant Verity™ Boosts Belvoir Reactivation Efforts

Leading newsletter publisher sees dramatic increases in campaign profitability by mining expired housefile names with recency data from Alliant.

BREWSTER, NY – For most publishers, reactivation efforts are an incremental source of slow but steady revenue — just NCOA the old names and mail. But for a diversified newsletter publisher like Belvoir Media Group, of Norwalk, CT, slow and steady is not enough.

“We have a substantial universe of expired names 3-7 years old that have historically been promoted, but not at a significant profit margin,” said Tom Canfield, Vice President of Circulation at Belvoir. “We have been partnering with Alliant for campaign optimization for more than a year now and when they presented Verity to us for this business challenge we felt this was a valuable tool to test.”

Verity™ is Alliant’s recently developed reactivation solution that allows marketers to flag expired, internet generated, retail or any non-direct marketing sourced names with recent direct marketing activity from DecisionBase360™, Alliant’s comprehensive cooperative marketing database.

Alliant Verity™ delivered significant profit increases for Belvoir...The Verity names out-pulled non-Verity names by 60%.

“Verity attributes identify hotline activity in older names. Qualifying them for selection generates more profitable reactivation efforts,” explains Mary-Jo Checco, the Alliant manager overseeing Belvoir’s account. “Alliant has detailed purchase information on over 116 million active Direct Response Consumers. With 16 contributors updating each record monthly, Alliant houses an incredible amount of activity that would never appear on a housefile. The Verity process is simple and cost-effective, and we were confident that Belvoir would find a lot of value in it.”

As it turned out, that value translated into significant profit increases for Belvoir in their most recent reactivation effort. The publisher submitted a file of 3-7 year expires to Alliant for a Verity match and Alliant was able identify 54% of the universe as having direct response activity within the last 48 months. The Alliant Verity hits out-pulled the non-hits by 60%, or 24% above the campaign average.

A key component of the success of the campaign was to ensure that the back-end held up as well. Like most publishers, Belvoir offers its newsletters on a "Free Trial" basis, meaning that pay-up is the ultimate factor in performance. With 3 month's history, pay-up among the Verity group is literally unchanged from the non-Verity names. "If Belvoir pay up needed to be higher for reactivation efforts, Alliant could identify payment attributes with Verity to reach that goal. In this case, however, the standard pay rates were certainly acceptable." states Ms. Checco.

Belvoir is delighted with the results to date. A 60% increase in response with no drop-off in back-end certainly warrants more application of the Verity product. "We're mailing Verity names across several titles and product categories now," says Canfield. "This solution far outperforms an NCOA-only enhancement process. The next step is to determine the optimal mix of Verity versus non-verity names for our reactivation efforts. The way I see it, if we only have to promote 48% of the names to get 60% of the orders, the potential savings are spectacular."

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About Alliant Cooperative Data Solutions, LLC

Alliant is a leading developer of cooperative databases that help marketers predict profitable consumer behaviors. Alliant's cooperative data represents the industry's most comprehensive effort to date to provide a multi-enterprise view of direct marketing consumers, enabling campaign-specific insight on more than 116 million direct marketing customers. Alliant offers solutions from two distinct data resources: DecisionBase360™ allows marketers to target consumers based on performance histories, channel and affinity information. TransactionBase® is a credit decisioning database that offers a powerful but cost-effective alternative to traditional credit scores.

About Belvoir Media Group, LLC

Belvoir Media Group LLC is a leading publisher of reader-focused magazines, newsletters, books, web sites and electronic media. In continuous operation for more than three decades, Belvoir's information products cover interest areas that range from human wellness to cooking, antiques and decorating to shelter, power and sailboats to horses, pet care and general aviation. Their mission is to provide readers with information that's timely, trustworthy and relevant.