Easter Seals

Customer:
Easter Seals

Website:
www.easter-seals.org

Industry:
Charitable Organizations

Primary SIC:
8399: Social

Primary NAICS:
624120: Services for the Elderly and Persons with Disabilities

Customer Profile:
Easter Seals provides exceptional services, education, outreach, and advocacy so that people living with autism and other disabilities can live, learn, work and play in our communities.

Solution Technologies:
- ✓ Microsoft SQL Server 2008
- ✓ Microsoft SharePoint 2005
- ✓ Microsoft Visual Studio 2008

Department(s):
- ✓ Marketing
- ✓ Information Technology

The Challenge:

Improve targeting and segmentation for all donor types.

The Approach:

MLS, imported a series of historic mail files and response files for previous Direct Mail efforts. We produced an analysis of "Donor Types" that the client could use for list targeting and rental.

Implemented segmentation strategies that leveraged these profiles that allowed the client and their creative partners to test segment creative strategies that speak to each of the segments more appropriately.

The Results:

The analysis and segmentation allowed for a refinement in their approach whereby lower level donors received lesser expensive mail pieces thereby allowing for a more effective spend on the higher end segments.

MLS's targeting strategy coupled with more effective creative testing helped to increase response rates for all segments within the DM channel.