



Matrix Mailsm: How to achieve Superior Response Rates

With Matrix Mailsm, you can now reach your high priority customer households each month with minimal effort while delivering superior, dependable and measurable results.

Biltmore's Matrix Mailsm provides a service that begins with a comprehensive analysis of your customer base. The analysis identifies which customers are most likely to buy which additional products and services. Based upon this analysis, a matrix design is developed that includes the recommended product offers for each customer target, as well as the sequence for presenting the product offers.

Biltmore then provides you with letters drafts for use in your Matrix Mailsm program. The highly personalized letters are designed to be a part of coordinated series of letters sent to targeted households over a period of three to four months. The letters make product recommendations and carry the name and telephone number of an individual at your Bank that the customer can actually call.

During each month of the Matrix Mailsm program, your letters are printed and mailed for you, with call lists and results reports provided. All you need to do each month is prepare the data file Biltmore will use to produce the mailings and for results measurement.

The Problem with Traditional Direct Mail

Traditional direct mail typically involves some sort of targeting, often coupled with an attractive, and expensive, mailing piece. After conducting the mailing, and after waiting an appropriate period of time, the response rate typically comes back in the 2% to 3% range—or less.

Traditional direct mail is also expensive to sustain in any meaningful volume to achieve long-term product growth and customer retention.

Why Matrix Mailsm works

Matrix Mailsm places the emphasis on multiple contacts with the same customer. Similar

to radio and television advertising, the more times a customer receives your message the greater the likelihood they will buy your product.

Customers appreciate Matrix Mailsm letters because, rather than the dozens of mass-mail ads they receive each week, the letters are short, to-the-point product recommendations based upon the customer's current bank relationship. The signature and name on the letter is the person most likely to answer the phone when the customer calls in response to the letter.

In other words, the Matrix Mailsm letters are relevant, easy to understand, and sent by a bank representative who can provide personal service.

Get Results

Matrix Mailsm works. Most institutions achieve double digit response rates.

Your *Matrix Mailsm Results Report* will compare the response rate of the targeted Matrix Mailsm households with the rate that all other customer households add new products. Cumulative response rates are measured over various time periods, as is a comparison of those household that received three or more mailings. Balance totals and profitability calculations are also part of the monthly results reports. In short, your Matrix Mailsm program will deliver documented results.

Enhanced Matrix Mailsm Services

In addition to the services described above, Matrix Mailsm also includes:

- Data scrubbing to improve the accuracy and appearance customer names and addresses
- Householding and head of household designations
- Highly detailed results reports including control groups
- Custom report options
- Commercial and non-customers targeting options

In order to effectively target customers and measure your Matrix Mailsm results, Biltmore in effect creates a database with all the capabilities of an outsourced MCIF system. As such, Biltmore can provide as needed special reports, mapping, data analysis, customer surveys or mail lists.

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Call today to learn more about Matrix Mailsm.

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