

Breakeven Deliverability Analysis

Evaluate response from records with deliverability issues



Breakeven Deliverability Analysis typically identifies between 1% and 2% of names mailed that could be dropped because they will perform below breakeven and are unprofitable.

Experian's Breakeven Deliverability Analysis will improve your direct-mail effectiveness by giving you the rules needed to drop names that are predicted to perform below breakeven. This analysis service leverages Experian's more than 30 years of data quality and direct-mail marketing expertise along with Experian's world class data. We evaluate marginally deliverable names in your mailings and identify opportunities to cut unprofitable names, reducing wasted printing and mailing costs.

Do more with less

Mailers face a multitude of pressures:

- Depressed consumer demand
- Relentless pressure on budgets
- Increased print, production and postage costs
- Conflicting goals set by management

Mailers also must constantly ask themselves what they can optimize further to gain greater efficiency and achieve better results.

Experian experts can make the right diagnosis

Our approach leverages our industry-leading address hygiene and deliverability expertise and a data-driven approach to uncover opportunities to achieve better results. Our senior direct-mail experts will conduct a full evaluation of a mailing or mailings to uncover pockets of names that perform below breakeven due to deliverability issues.

How does a Breakeven Deliverability Analysis engagement work?

Our experts begin the engagement with a discovery meeting to get a qualitative understanding of your direct-mail program, gather appropriate breakeven metrics such as sales per mailing or response rate and select the appropriate mailings to analyze.

We will ask that you provide mail file(s) to Experian along with responses to the campaign(s). Experian then matches responses to the mail file and analyzes the performance of records across segments meaningful to the mailer, such as active and lapsed customer and prospects and deliverability categories, such as:

- **Non-ZIP+4™ coded records** — These records are run through Experian's proprietary ZIP+4™ coding technology and performance is analyzed for corrected and uncorrected records

- **Missing or invalid Apartment/Unit numbers** — Apartments missing the unit number or with an invalid apartment number are run through Experian's Apartment Append and performance is analyzed for corrected and uncorrected names
- **Deliverability Score and Undeliverable As Addressed (UAA)** — Mailings are analyzed based on Experian's proprietary Deliverability Score and Undeliverable As Addressed (UAA) Suppress to uncover groups mailed below breakeven

Precise recommendations are delivered to the marketer

Experian quantifies and summarizes the findings versus breakeven for each segment or category of names analyzed:

- Response, sales and breakeven metrics for each segment and whether they are statistically significant
- Recommendations, based on breakevens supplied by the mailer, of which segments/categories should be dropped and which should be mailed
- Quantification of the annual impact to the mailer's bottom line by dropping records based on the analysis

To find out more about Experian's consulting services, please call 1 877 870 5663 or visit www.experian.com/marketingservices.



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