

Solution Story – Acquire New Customers

\$45.77
Cost Per
Enrollment

Category: Education

About Client

- National Child Care Provider

Client's Objective

- Drive incremental enrollment of their Back to School Day Care/Tutoring Camps

Strategy Collaboration

- Target the best ATZ's with the highest index for kids in the home (aged 0-10) with a weight of 75% and household income of \$50k plus (25% weight)
- Leveraged 2 sided Shared Mail Oversized Insert

Results

- 7 Percentage Point incremental enrollment (test vs. control) with .26% lead response rate
- **8314% ROI** (\$83 in profit for every \$ spent) based on average enrollment value