

CASE STUDY

Redi-Mail's affiliate provides data analysis and decision support solution to improve campaign effectiveness

Pharmaton increases direct marketing response rate for health supplements Ginsana®, Ginkoba®, and others

> PROFILE

> **Client:** Pharmaton, a division of Boehringer Ingelheim Pharmaceuticals

> **Challenge:** Extract business intelligence from an extensive database of marketing campaign responses

> **Solution:** Source a powerful decision support solution to decipher multiple data sources and help define trends, benchmarks and metrics.

> **Results:** Implementation of Redi-Mail Direct Marketing's affiliate, StayinFront Inc.'s, powerful data analysis and decision support tool; StayinFront Analytics.

In an effort to improve quality of life, increasing numbers of Americans are turning to natural health supplements. This exploding demand has resulted in literally thousands of new products having been introduced into the U.S. marketplace in a very short timeframe, making it extremely difficult for any manufacturer to establish market dominance.

To increase brand awareness and market share for its popular Ginsana®, Ginkoba®, Vitasana™, Venastat™, and Movana™ supplements, Pharmaton Natural Health Products required a means of extracting business intelligence from the huge database of responses generated by its extensive marketing efforts. Pharmaton, the Ridgefield, CT-based division of Boehringer Ingelheim Pharmaceuticals, Inc., a global manufacturer of healthcare products, turned to Redi-Direct Marketing Inc., for a solution that would deliver timely and relevant demographic data to help the company better target its marketing programs.

The Redi-Direct solution was based on StayinFront Analytics, a powerful data analysis and decision support tool developed by StayinFront, Inc. The result has been much quicker availability and significantly greater quality of information derived from analysis of marketing and advertising responses, according to James Miller, Pharmaton's Category Marketing Director.

"We had collected nearly two million responses over the past three years, and needed an effective tool to be able to analyze the data contained in those responses. Having determined that direct mail was one of the most effective means of reaching our target markets, we needed a solution that would give us a better understanding of market characteristics and behavior to enable us to deliver the right messages to the right audiences. StayinFront Analytics (from the Redi-Direct family of companies) is helping us accomplish those objectives," Miller said.

Prior to the implementation of StayinFront Analytics, analysis and delivery of the required information was very time consuming. Extraction of the data and delivery of the summary information was being handled by an outside firm. In many instances, the reports took days to receive, and in many cases did not produce the information that was needed. Pharmaton required a solution that would perform the analysis in real-time and allow the marketing staff to deliver appropriately focused collateral materials on time. The overall goal was to become more effective and efficient in the direct marketing process.

"We chose Redi-Direct because they were already managing our database," said Miller. "After working with them, we knew that their family of companies offered a variety of highly-effective direct marketing, database management, software services,

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as well as superior ongoing support. They were the logical choice," Miller explained.

"Our business model focuses on partnering with companies and offering them the very best software and support services to maximize their return on their sales and marketing efforts," said Thomas R. Buckley, chief executive officer of Redi-Direct Marketing, Inc. "Our approach to service and our commitment to the relationship goes beyond the definition of a normal vendor-customer relationship, and both parties enjoy the benefits."

StayinFront Analytics is designed to allow non-technical users to quickly and easily access information from databases. It enables users to effortlessly perform queries and organize the data into graphical formats or comparative reports, allowing them to efficiently plan and target their sales and marketing efforts.

The installation of StayinFront Analytics has allowed Pharmaton to handle the process of data analysis in-house. In addition to system configuration and implementation, StayinFront will provide single-point accountability in support of the StayinFront Analytics solution, including training and 24-hour support and maintenance.

According to Miller, StayinFront Analytics now enables Pharmaton to control the research process for the development of its direct marketing campaigns. "With StayinFront Analytics, a brand manager can now go onto the Internet and run tables on specific demographics on consumers and physicians. It used to take days for the managers to get the reports they requested, and now it takes seconds. We are able to analyze the report and determine the right marketing strategy very quickly."

In addition to the increased speed seen in research time, Pharmaton has seen improvement in its direct marketing response rates. "We have found that our direct mail campaigns are generating good returns in terms of quality and quantity," said Miller.

"StayinFront Analytics has allowed us to target consumers better. In fact, we saw our response from a recent campaign for Ginkoba increase dramatically from results of previous efforts. We were able to use the data retrieved to create different variations of direct mail pieces, as well as offer a variety of discounts to different audiences. The increased response is due to better targeting based on increased demographic knowledge of our prospects," he explained.

Miller said that the company plans to expand the use of StayinFront Analytics in the future, as the need for market research and direct marketing will increase. As Pharmaton expands and creates innovative and effective direct marketing programs, Miller believes that StayinFront Analytics will assume a major role in many new projects with the same expected positive results.

About Redi-Direct Marketing

As a leading provider of marketing support services, Redi-Mail Direct Marketing combines world-class technology with secure, state-of-the-art data management and production facilities to offer complete mailing and fulfillment services.

Redi-Mail Direct Marketing's data collection services include list sourcing, database management, data entry, Web site development and hosting, as well as outbound email and fax programs. Laser production capabilities include cut sheet, continuous form and MICR printing. Redi-Mail Direct Marketing's production encompasses two shifts, generating over five million pieces of mail per week through both hand and machine assembly. An active member of the U.S. Postal Council, Redi-Mail's facilities include an in-house postal facility. The Company's postal processing software is CASS Certified™ to maximize available postal discounts. Planet Code Tracking is offered through StayinFront Analytics, the proprietary data analysis tool from StayinFront, a CRM industry leader and part of the Redi-Direct family of companies

List sourcing and list management is available for a variety of targeted audiences including healthcare, business-to-business and consumer data. Redi-Mail also provides sample fulfillment and distribution services as well as data validation for the pharmaceutical and life sciences industries.

More information about Redi-Mail Direct Marketing can be accessed at www.redidirect.com

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