

GROW REVENUE REDUCE MARKETING COSTS

MCH uses data science + machine learning to help a promotional company grow revenue while reducing marketing costs.

THE CHALLENGE

THE RISING COST OF CATALOG MAILINGS

There is no doubt that direct mail catalogs are an important element of the marketing mix for a multi-brand promotional company. That said, the rising costs of printing and mailing have made it difficult for this company to achieve their revenue goals, causing them to look at things differently.

- Is there a better way to create segments?
- Are we marketing the right products to the right people?
- Is there a way to identify prospects who are most likely to make a purchase?

HOW MCH HELPED

PERSON SCORING MODEL

MCH's team of data scientists created a person scoring model that looked at both personal attributes as well as behaviors of every prospect in their database. The model also looked at how each person scored against their multiple brands. Machine learning was applied, so that the models get smarter over time. Thus, results get better over time, too.

RESULTS

20% 

INCREMENTAL RESPONSE RATE
WITH FEWER DIRECT MAIL
CATALOGS SENT.



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