



# DIRECTLINE TECHNOLOGIES, INC.

## CASE STUDY

### Switch from Direct Mail to DirectLine

### Exceeds Expectations, Achieves 11 Percent Paid Response

#### Background

The University of Cincinnati Alumni Association had previously relied on direct mail for their membership campaigns. "The returns were minuscule," says David Macejko, Executive Director of the Alumni Association. "What returns? Postage due returns?" It was time for a change.

#### The Challenge

Mr. Macejko had heard of DirectLine Technologies through the Council of Alumni Associations Executives and decided to turn to DirectLine to improve results.

#### DirectLine's Solution

DirectLine conducted a membership acquisition campaign in the first quarter of 2004, and an upgrade campaign to convert current members to three-year and life-member status during the second quarter of 2004.

#### Results

During the acquisition campaign, DirectLine called 20,256 reachable records and obtained 3,003 pledges, a response rate that exceeded 14 percent. Of those who pledged, 2,348 paid, which resulted in an 11.59 percent actual paid response rate.

For the membership upgrade campaign, DirectLine called 4,116 reachable records and obtained 485 pledges to upgrade to three-year or lifetime status, a response rate that exceeded 11 percent. Of those who pledged, 442 paid, which resulted in a 10.74 percent actual paid response rate.

"The campaigns generated enough cash—well enough—to offset the cost of the investment, and, in fact, when you put both programs together, our margin exceeded expectations," says Mr. Macejko.

#### Value Added Benefits & Advantages

*Return on Investment:* DirectLine's approach boosted response and return on investment. The switch from direct mail to DirectLine's telephone approach exceeded expectations right from the start.

*Helpful Technology:* The University of Cincinnati Alumni Association took advantage of DirectLine's online tools to keep up-to-date on campaign results and listen to recordings of closes.

*Rapport:* Mr. Macejko was pleased that his DirectLine account manager, DirectLine President Martha Connor, and his own staff worked together so well, even in the midst of the University's Annual Fund campaign, which was running concurrently. "We were able to coordinate our efforts with the Telefund efforts successfully, which was a critical goal. And whenever issues arose in the course of our membership campaign calling, we found the DirectLine team to be responsive."