



How much response goes online?

2011 Research Project

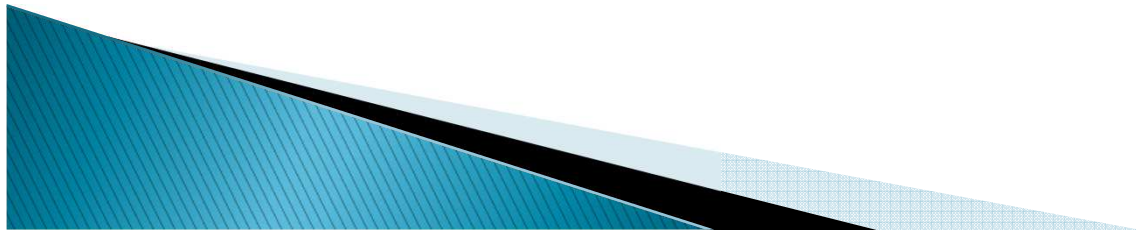
CJ: Managing Director – All Response Media

Mark Davies: Managing Director – TNT Doordrops



Introduction

- ▶ Response rates declining
- ▶ Consumers increasingly embracing the internet
- ▶ Measurement vital to understanding value
- ▶ (still) Feel print medium only partially judged



Research Background

- ▶ Previous research in 2009: variety of clients using just loose inserts
 - Toy retailers, cosmetic surgery, charity,
- ▶ % of measured response online = 52%
- ▶ Range was 24% to 76%
- ▶ Expected factors had an influence
 - Target audience, product advertised, media title

2011 Research Background

- ▶ 2011 – Insert Council collaborated with D2D Council to include door drops
- ▶ Clients from wider range of sectors:
 - Charity, Finance & Retail

Research background

- ▶ Timing: April – Jun 2011
- ▶ Volume: 3m items
- ▶ 5 clients
- ▶ 11 titles / distribution methods

Summary

- ▶ Excluding the retail client the average % response to go online has risen....

56%

Behind the 56%



Client 1:

THE

PERFUME

SHOP

- ▶ 250,000 A4, 2pp leaflets
- ▶ Distributed via Newshare
- ▶ Mosaic targeting (from existing customers)
- ▶ Overlaid on town catchments

FREE STANDARD DELIVERY ONLINE

SAVE £8 N2U
Only £20

SAVE £26 JOOP!
Only £20

SAVE £10 Joop! 120
Only £13

SAVE £13 Polo Sport
Only £25

More offers available instore & online

EXCLUSIVE 10% OFF
WITH THIS FLYER
INSTORE & ONLINE

10% OFF
your next purchase
in store or online?
valid until 4th July

THE PERFUME SHOP
www.theperfumeshop.com

Client 1:



- ▶ Results:
- ▶ 80% of sales in-store
- ▶ 20% of sales online
- ▶ 90% of online sales from new customers

Client 2:



- ▶ Upmarket charity that appeals to older, more male donors
- ▶ 800k inserts in both national press and lifestyle titles

Turkana in Kenya has too much sun...  

...and not enough water

But we have a solution!

For years, the people of Turkana in Northern Kenya have suffered persistent periods of drought. Finding water for their families means walking up to 10 km in the searing heat, only to find small amounts of dirty, contaminated water that they have no choice but to drink.



Help now at www.practicalaction.org/MOS
or call: 0800 389 1624 to donate

Working with local people, we've developed a brilliant solution: a solar powered water pump. Using what Turkana has lots of - sunshine - it pumps up to 10,000 litres of clean, desperately needed water an hour, from a 100m deep well, providing help for a whole community.



Labels in diagram: Photovoltaic panel, Power conditioning, Solar (photovoltaic) water pumping, Water storage, Water outlet, Stock watering, Water level, Pump, Motor.

Could you help us provide more life-changing solar pumps like these?

Client 2:



- ▶ Results:
- ▶ 59% of donations online
- ▶ Similar to average % across all activity

A solar pump brings families the water they desperately need

PRactical ACTION
Technology making a difference

"Before there were problems with illness, infection and contamination. If people had to walk long distances for water they were often attacked."
Patience Achuka

Help now at www.practicalaction.org/MOS
or call: 0800 389 1624 to donate

"The pump has made such a difference. Now we are healthier and can even grow vegetables to feed our families."
Patience Achuka

£25
could help 19 people access clean water from a solar powered pump

Water point in Namoruputh, Turkana

Photography: Simon Trace, Justine Williams, Karen Robinson, Fraser Howett.
Whilst the people and places mentioned are true, names may have been changed to protect the identities of individuals.
Diagrams are not to scale and are for representation purposes only.
Registered office: The Schumacher Centre, Bourton on the Water, 50 High Wycombe Road, Oxford, OX2 9JZ, UK
T +44(0)1926 634400 | F +44(0)1926 634401 | E practicalaction@practicalaction.org.uk | W www.practicalaction.org
Practical Action is a registered charity and company limited by guarantee. Company Reg. No. 871954.
England Reg. Charity No. 247207 / NI Reg. No. 020 2024 26. Patent 1801 The Prince of Wales, 401, 45, GCB.

give with confidence

11/MV/04

Client 3:



- ▶ Cancer insurance product: New to UK market
- ▶ 650k inserts in national press and lifestyle titles
- ▶ 300k door drop / Newshare

Keep living your life your way with the CancerCare Plan

CancerCarePlan

- ✓ £25,000 cash payout with our Standard Cover, up to £100,000 with Premier Plus Cover
- ✓ Or £1,000 for early stage cancers which have not spread, and non-malignant skin cancer
- ✓ Guaranteed acceptance if you are aged 18-69 and a UK resident – no medical required regardless of your family history*
- ✓ Family cover from £15.10 a month†
- ✓ Covers all cancer types, except previously diagnosed or pre-malignant cancers*



Get a quote today at cancercareplan.co.uk or call **0800 980 4312** quoting ref. INSERT

Apply for the CancerCare Plan now
cancercareplan.co.uk

0800 980 4312
Quoting reference: INSERT
Lines open 9am - 8pm Monday - Friday

Financial support when you need it most

CancerCarePlan

No one wants to think about getting cancer. But with 1 in 3 of us affected at some point in our lives (Cancer Research UK), it's important to make sure you get the financial help you need.

According to Macmillan Cancer Support, 1 in 4 cancer patients struggle with household finances when fighting the disease. That's why the CancerCare Plan gives you £25,000 to help take care of your financial worries, so you can focus on taking care of yourself. For some early stage cancers which have not spread and non-malignant skin cancer, the benefit is £1,000.

The money is yours to spend on whatever helps you most, from transport to and from the hospital, additional childcare for your children, or a relaxing break to help you recover.

It's all designed to help you stay in control. So you can keep living your life – your way.

Take out your family plan today at cancercareplan.co.uk or call **0800 980 4312** quoting ref. INSERT



Apply for the CancerCare Plan now
cancercareplan.co.uk

0800 980 4312
Quoting reference: INSERT
Lines open 9am - 8pm Monday - Friday

*Cover for 2 non-smoking adults in their 50s (plus 2 children). †These rules do not cover previously diagnosed cancers or cancers described as pre-malignant, or if you have had cancer before, this product may not be for you. The CancerCare insurance plan is provided by CHARTIS Direct Insurance Management Limited, registered in England and Wales No. 02060202. Registered Office: 48 George Street, Chester CH1 1SU. Authorised and regulated by the Financial Services Authority No. 112250. All products are underwritten by CHARTIS Insurance UK Limited. 0011584V110 111145/011



Client 3:



- ▶ Results:
- ▶ 83% of response was online
- ▶ All of door drop response was online
- ▶ 23% of all response was “Search Engine”

Client 4:



- ▶ 250k via Royal Mail door drop, 250k via Newshare
- ▶ Used customer profiles to target relevant Financial ACORN Types

WHAT NEXT? – THE MOST DIFFICULT QUESTION

When you owe a lot of money, one of the most difficult questions is "What do I do next?" The fear of missing payments or creditors ringing can make your situation even worse. Getting advice is essential – because there are many things you can do to help manage financial problems. The advice from Debt Free Direct is based on your own circumstances. What's more we'll even help you save money every month by finding the best deals on your gas and electric, home and life insurance and home phone and broadband tariffs.

FIND THE RIGHT DEBT SOLUTION

As one of the UK's leading providers of debt advice and support, Debt Free Direct helps thousands of people every year, with solutions that include Debt Management Plans and Individual Voluntary Arrangements (IVAs). All of our solutions have one thing in common – they are designed to help you take back control of your finances.

TAKING BACK CONTROL

Affordable repayments and support in dealing with creditors could be just one phone call away. Remember, with Debt Free Direct we'll:

- ✓ Help find the right debt solution to help you take control of your finances
- ✓ Help manage creditor contact and chasing
- ✓ Help you save money every month and help find the best deals for you
- ✓ Provide you with the help and support you need so that you're not alone

PS. Fees will be payable depending on the debt solution. Your credit rating is likely to be affected and failure to adhere to a debt solution could result in increased financial strain. Debt write off applies to IVAs only. Last year, two thirds of our IVA clients agreed plans with their creditors to write off 50% of their debt.

Call **0800 230 0127** for Debt Advice, Help and Support (7 days a week) or visit www.dfd.co.uk for more information



WHAT SOLUTIONS ARE AVAILABLE?

Depending on your circumstances, we will recommend only the most appropriate solution for you. For example, if you have debts of £12,000 or more, then an IVA may be the best way forward for you. If you have debts of £3,000 or more, a debt management plan may be more suitable. Below are some of the advantages and disadvantages of an IVA and Debt Management Plan.

<p>Debt Management Plan (DMP)</p> <p>This informal arrangement allows you to repay a more affordable and comfortable amount each month:</p> <ul style="list-style-type: none">✓ your monthly payments are affordable✓ interest is sometimes frozenX your credit rating is affectedX it isn't legally binding	<p>Individual Voluntary Arrangement (IVA)</p> <p>This is a legally binding arrangement between you and your creditors, giving you one affordable monthly payment for five years (typically):</p> <ul style="list-style-type: none">✓ your monthly payments are affordable✓ interest payments are frozen by lawX credit rating is affected and will be for a further year after the IVAX you cannot obtain further credit whilst in an IVA
--	---

HELPING YOU MAKE YOUR MONEY GO FURTHER

We can also help you reduce your monthly outgoings even if you don't pursue one of our debt solutions – we are very happy to help you any way we can. On average, we save our customers over £300 every year. We can do the same for you.

We'll help you:

- ✓ Save on your gas and electric bills each month
- ✓ Get a better deal on your savings
- ✓ Save on your home and life insurance

Call **0800 230 0123** for Debt Advice, Help and Support (7 days a week) or visit www.dfd.co.uk for more information



Client 4:








- ▶ Results:
- ▶ 50% of leads were online
- ▶ 50% leads offline
- ▶ 27% of leads were converted to sale

Client 5:



- ▶ Results:
- ▶ Online response was 32% (up from 27% in previous research)
 - NB 3 response routes: Phone, coupon and web
- ▶ Still affected by type of title
 - Mass market TV title: 10%
 - Mid market Sun: 29%
 - Mid / upmarket Sat: 54%

Results summary

						<u>Ave.</u>
% Response online	20%	59%	83%	50%	32%	56%

Data Summary

- ▶ Online response is increasing
- ▶ Online response range: 20–83%
 - “Personal” sectors are higher (as previous)
 - Retail still had 20% online – and new customers!
- ▶ Other factors affect % response online
 - Product being promoted
 - The number of response channels
 - The readership demographics
 - The online usage of that readership

Measurement

- ▶ Coupons are still a chosen channel
- ▶ Importance of phone
- ▶ But increasingly web
- ▶ With added new technologies.....



Vital that response data is measured correctly

Overall Summary

- ▶ Online response is significant
- ▶ Measurement is more vital than ever
- ▶ New technology can make measurement easier and more accurate
- ▶ New response channels can bring new customers
- ▶ The Power of Print can work with the internet



How much response goes online?

A lot – so we had better measure it!

cj@allresponsemedia.com

Mark.davies@tntpost.co.uk

