

## DMN3 and Houston Symphony Implement Innovative Marketing Model for Membership Campaign

*New Subscription Response Modeling Program Triples Response Rate for Non-Profit Organization's Annual "Prospect Card" Campaign*

**HOUSTON** (December 4, 2007) – DMN3, a leading direct marketing agency based in Houston, recently partnered with the Houston Symphony to create a response modeling system that resulted in dramatic mailing and printing cost savings. The model goes beyond lifestyle clusters and special interest, buyer and compiled lists and serves as an example to others of what a targeted, successful direct marketing campaign is.

"It has always been a goal of the Houston Symphony to be 'the model for innovative orchestras in the 21<sup>st</sup> century'," said Bruce Robinson, Senior Director of Marketing for the Houston Symphony. "When DMN3 challenged our marketing team to try a new way of targeting with our mailing list distribution, we were eager to see how mailing to fewer people would drive better results - in the end it did!"

In September of 2007, the Houston Symphony collaborated with its direct marketing provider, DMN3, to re-evaluate its targeting process and direct mailing list, following three years of steady decline in the number of respondents to the organization's prospect card offer. As printing and mailing costs for the promotional flyers added up and the response rate continued to decrease, the Houston Symphony and DMN3 sat down to identify people who had previously responded to these offers. This process helped DMN3 look at similar characteristics of Symphony concertgoers and those with a higher likelihood of attending a performance.

DMN3 created the profile for the Houston Symphony by identifying common demographic and lifestyle characteristics and categorizing those into homogeneous groups. Once identified, DMN3 built a response model of similar criteria to select new potential targets while eliminating those that were unlikely to respond. Approximately 75,000 pieces were mailed – 25 percent less than the year prior - to the newly created profile distribution list.

"By implementing the new response modeling system, we have helped the Houston Symphony substantially decrease the number of letters mailed and because of a more targeted mailing list we tripled the response rate from the previous year," said Pam Lockard, president and CEO of DMN3. "We feel this model is applicable and transferable to any non-profit or company that relies on direct marketing and wants to ensure they are getting the optimum return on investment."

During the 2007 promotional season, the Houston Symphony reduced mailing and print costs for this campaign by 25 percent. During the course of the campaign, DMN3 encouraged the Houston Symphony to begin collecting responses via the internet for advertising respondent ease. The internet proved to be a very effective tool with 42 percent of the responses being received via online.

"This was by far the most innovative and important marketing development of the year for our organization," said Bruce. "We have spent years experimenting with packaging ideas, offers, promotions, and graphic identity, but this 'backend' discovery has led to one of the most financially significant returns we have seen in a long time. Indeed, we are now working with DMN3 to apply this technique to our subscription campaign."

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### **About DMN3**

Headquartered in Houston, Texas and founded in 1992, DMN3 is a leading direct marketing agency specializing in online marketing, direct response advertising and direct mail. DMN3 builds marketing success by knowing the rules – for online and offline – and when to break them, for clients including Reliant Energy, American Airlines Federal Credit Union, Methodist Hospital and ConocoPhillips. Learn more at [www.DMN3.com](http://www.DMN3.com).