

Post Merge Optimization

Post-Merge List Optimization is a process that is being offered by many modeling companies – generally the co-operatives that our clients have successfully mailed for years. CELCO has made it part of our mission to work with each of these vendors and to test models as appropriate for each of our client’s unique needs and circumstances. We play a huge role in helping our clients contract with the vendors on appropriate terms, set goals and benchmarks for testing, analyze results and suggest refinements and incorporate the model into ongoing continuation plans.

Because of our recognized broker status, we can pass along some of the best prices in the country and, because of our experience across a wide list of vendors and clients; we can not only help avoid many pitfalls but help build the best models possible that offer important growth potential to our clients.

The goal of Post Merge List Optimization is to help identify the most unproductive segments of the prospect lists. This will obviously save money on print/postage/mailing by dropping these names and simultaneously improve our response rates and average gifts of the entire mailing.

The way that this process works is that each modeler takes a client’s newly (completed) merged mail file and scores these names against an existing response model. This response model is built using the client’s actual acquisition responses to previous mailings. Of course the process itself differs slightly at each modeler, but the end goal is the same, to generate a scoring of the file to allow for the cutting of names that have been deemed “lesser performing” than other names in the merge.

We are finding this process is key to cherry picking donors out of lists that were previously unable to meet our clients’ standards of performance. More often than not, this procedure saves a lot more money than it costs.

An additional option is to “scrub and replace.” Once the lower performing segments are identified, they can be replaced with likely better performing names from the co-op modeler.

Another option is scoring the post-merge file to identify the segments that are likely to donate with a higher gift. This allows you to target segments with a higher touch package, and/or higher ask string.

We look forward to discussing this in more detail with you.