CASE STUDY

# National Fitness Company

## Tampa, FL — Club Re-Opening

DIRECT MAIL CASE STUDY

CAMPAIGN OBJECTIVE

## Client Goal & Focus

### Neighborhood identification

Identify full neighborhoods of qualifying households within the geographic parameters of the club location, based on target demographics.

### Carrier-route qualification

Overlay target segment densities on a carrier-route map to identify the strongest fits. Prioritize full routes with at least 25% Spanish-speaking households.

**TARGET CRITERIA** **Cuban and Spanish-speaking households • SFDU & MFDU • Ages 25–55 • Income $25k–$100k**

AUDIENCE STRATEGY

## Geographic & Demographic Focus

### Initial data pull

Compiled household data within a 0–10 mile radius of the club, with an initial mailing focus of 0–5 miles.

### Qualified audience

The result netted a 20% makeup of the criteria. Geography was extended to 7.25 miles to qualify approximately 10,000 records.

**FOCUS** **Ages 25–55 / Spanish-speaking and Cuban households**

CAMPAIGN PERFORMANCE

# Response Data

| | | |
|---|---|---|
| **10,087**<br>Total mailed | **$4,500**<br>Budget allotted | **21**<br>Identified responders |
| **16**<br>Identified conversions | **$329.92**<br>Estimated customer lifetime value | **$5,278.72**<br>Total ROI on investment |

*Responder percentage reported in source: 0.0021%*