CASE STUDY / FINANCIAL SERVICES

West Coast Bank

11 locations across San Francisco and Los Angeles counties

Smarter targeting.
More efficient mail.

$0.292	161	3
COST PER HOUSEHOLD	IDENTIFIED RESPONDERS	CAMPAIGN DROPS

OBJECTIVE

The Campaign Objective

Identify qualifying neighborhoods and optimize cost without sacrificing audience density.

01 Find the right neighborhoods

Use compiled demographic data to identify owner-occupied households and qualifying carrier routes.

02 Optimize the economics

Overlay target density on carrier-route maps; optimize data and postage to beat the $0.32 per-household goal.

GOAL $0.320 | **ACTUAL $0.292**

AUDIENCE

Audience Strategy

New homeowners with annual household incomes of $50K–$75K.

Hispanic Household Segments

Segment	Language Preference
01 Assimilated	Primarily English
02 Bilingual English	Prefers English; some Spanish
03 Bilingual Spanish	Prefers Spanish; knows English
04 Unassimilated	Primarily Spanish

ADDITIONAL FOCUS **African American households**

PROCESS

From Data to Delivery

Translate household-level analysis into qualified, efficient full carrier routes.

01 / Analyze

Start with CCL and compiled household data.

02 / Qualify

Find low- to moderate-income neighborhoods matching the demographic model.

03 / Map

Identify Spanish-speaking households where possible and evaluate route densities.

04 / Convert

Build full carrier routes in communities that meet targeting criteria.

REACH

Geographic Reach

Two major markets, with client ZIP codes expanded through recommended targeting.

800

ALAMEDA COUNTY — 18 client ZIP codes • 24 recommended ZIP codes

2,212

LOS ANGELES COUNTY — 24 client ZIP codes • 67 recommended ZIP codes

265,881 HOUSEHOLDS • 4 CREATIVE VERSIONS • 9 WEEKS

RESULTS

Campaign Response

Three equal drops of 88,527 households each.

88

DROP 01 — Identified responders

45

DROP 02 — Identified responders

28

DROP 03 — Identified responders

161 TOTAL IDENTIFIED RESPONDERS