

Subscriber Growth Unleashed With Custom Model

Response-ready niche audiences identified through powerful, custom model for pet care publisher.



Challenge

This long-standing brand in the pet care publishing arena needed to reach a very specific target audience in order to fuel subscriber growth for their bimonthly magazine.

Given the massive scale of the US pet owner market, it can be a challenge for publishers to engage the high affinity niche audiences that drive new subscriptions.

We were eager to fetch this client the best prospects to support their goals.

“Finally, a company who can combine intent data with direct mail response history! We're excited to see how this opens up previously overlooked target audiences!”

-Principal, Direct Mail Marketing Agency



Solution

We recommended our Path2Acquisition solution in order to identify high affinity prospects and maximize their reach within their niche target segments.

This client's Path2Acquisition model optimized 1000s of scenarios into a single, powerful output identifying their ideal audience. Maximum performance was achieved by leveraging our massive co-op transaction and behavioral dataset, including millions of active subscribers across a diverse assortment of niche publications.

Results

Path2Acquisition audiences outperformed other sources, surpassing the client's target success benchmarks. After a strong initial test, the client is lapping up more new subscribers with a rollout and additional depth tests for even further reach.

"From a performance perspective, the P2R lists were very strong, consistently among the top performers; we are all very pleased!"

- Director, Direct Mail & Database Reporting

