

# Custom-Built Audience Delivers Circulation Surge

Major national Publisher opens a new chapter of growth with breakthrough results from uniquely-crafted subscriber acquisition audience.



## Challenge

This publication for savvy consumers has been a trusted source of reviews and product evaluations to over 6 million subscribers in the U.S. for decades.

Maintaining a robust influx of newly acquired subscribers is a continual industry challenge, so reaching qualified prospects and maximizing audience reach is a key business priority.

Having heard of our team's track record of success in the Publishing market, the client challenged Path2Response to develop and deliver a high-impact audience strategy that would efficiently boost their reach to response-ready prospects.

**“We’ll be continuing to work with Path2Response to expand our database. They’ve been a great solution that delivers consistent results.”**

**-Vice President,  
Circulation/Partner**



# Solution

After consulting with the client to understand their key goals and performance targets, the Path2Response team created a custom-tailored Path2Acquisition modeled audience, drawing upon billions of multichannel consumer transaction datapoints in our industry-unique modeling environment.

This client-specific, on-demand modeling approach yielded an optimized audience output, purposely crafted to identify the client's most responsive prospects, achieve their campaign targets, and support their growth goals.

## Results



**115%**

Gross Response  
Index



**104%**

Above Pay Up  
Goal

Game-changing performance! The client's custom-made audience generated exceptional results, exceeding targets on both response and pay up.

With these solid results, the client is able to substantially increase circulation and acquire high-quality new subscribers that will contribute sustainable lifetime value.

We're eager to help write the next edition of breakthrough results for this Publishing client!

