CASE STUDY

Sagacity
Part of Accenture Song

Direct Mail Acquisition Strategy

Client
Healthcare Provider

Direct Mail & Propensity Modelling

Client Situation & Impact

With over 70 years' experience and a network of more than 9,500 highly qualified hearing specialists, Amplifon is a leading hearing care provider.

Having previously used Partially Addressed Mail to some success, Amplifon were keen to develop a more personalised Direct Mail acquisition strategy to identify the best prospects for their cutting-edge hearing products



Propensity Model



Geo-Targeting



Response Rates

How Did Sagacity Help?

Using existing customer data, we built a bespoke propensity model using our GDPR-compliant UK consumer universe, Audience.

With over 400 variables, the model is used to refine the targeting and select individuals who are most likely to both respond to Amplifon's communication, but more importantly, is eligible for the product, and will go on to make a purchase.

Using custom-built geo-targeting criteria, Amplifon are able to direct the prospect to their nearest store, driving up the likelihood of response and providing convenience for the consumer.

Outcome & Business Benefits

3x return on investment

The rolling monthly DM programme is delivering excellent results campaign on campaign, typically returning £3 for every £1 spent.

The quality of the prospects responding via DM has also increased exponentially, delivering c. 24% increase in eligibility and associated sales.

Direct Mail is now the preferred channel for Amplifon's acquisition activity. Increased mailing volumes are planned to capitalise on the success and the model will be refreshed continually, with the targeting refined with each new set of responder data.