

# Targeted Direct Mail Increases Event Responses 62.5%

Stronger target audience improves mailing ROI



The new senior living development Stevenson Oaks was lagging in conversions and had financing deadlines quickly approaching during the pandemic.

The community needed to quickly energize their direct mail campaigns to bring in more qualified leads for the sales team to convert. To achieve this, Attane:

- Created an existing depositor profile within the ZIP code area
- Reduced the target audience by 18K per mailing
- Deployed and continued to refresh the targeted audience

## New Approach Efficiently Drives More Leads

By pulling the mail audience in-house, Attane targeted more efficiently for Stevenson Oaks — purchasing fewer names and reducing mail and project cycle time while dramatically increasing the response rate and decreasing the cost per RSVP.

- 62.5% increase in response rate
- \$723 decrease in cost per RSVP

## WHY ATTANE?

Backed by decades of momentum in data science and marketing innovation, Attane delivers integrated solutions that drive sales success.

To learn more about modern marketing technology and strategy built for senior living, visit [attaneresults.com](https://attaneresults.com)

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## At a glance

### Community

- Stevenson Oaks

### Locations

- Fort Worth, Texas

### Challenges

- Lack of qualified leads
- Lagging conversions

### Solution

- Direct Mail
- Target Audience Subscription

### Results

- Increased response rate
- Decrease in cost per RSVP