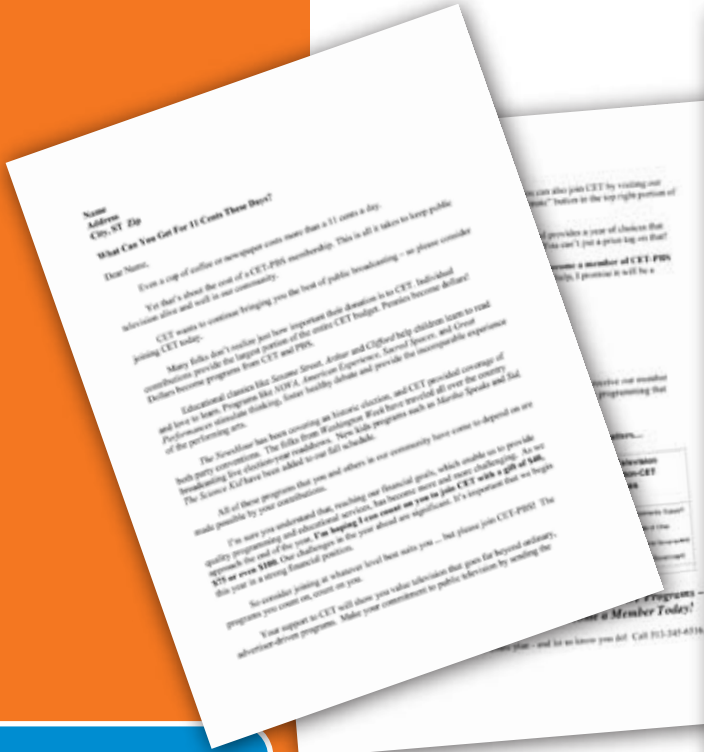




traditional **VS** smart marketing



“Combining your customer data with our analytical and creative capabilities can drive new sources of revenue.”

Cindy Woodward
President, Early Express Inc.

The Results

Early Express’ campaign increased the new member response rate by 66% when compared to a traditional renewal letter.

Organization Description

Membership driven PBS Station affiliate in Cincinnati.

Campaign Objectives

Increase the response rate of new member acquisition during a tough economic period.

Concept

A side-by-side test of CET’s Standard member acquisition letter and Early Express’ attention-getting “Penny Letter” that graphically demonstrated the low cost and high value of a CET membership.

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