

# Case Study



Direct List Technology, Inc.

Helping You Find New Customers  
**888.772.6947**



## **Manufacturer Boosts Referrals, Adds 35% More High Quality Prospects After Customer Profile Analysis**

### **Challenge**

A manufacturer and installer of custom products for the home wanted new prospects in a large geographic area. Their primary criterion was to look for high wealth zip codes. They were also using other techniques in search of local referrals as well.

### **Solution**

After a Customer Profile Analysis, the client successfully selected unique homeowners to target based on both demographics and psychographics. The client's goal was also to increase the frequency of mailing to the best targets, while reducing low-performing targets.

### **Results**

The client's new mailing targets and frequency to highest potential addresses resulted in an increase of 35% more names being mailed in their primary area. At the same time, the client removed files that had been unproductive. End result? The client mailed fewer pieces on a more frequent basis to increase their overall response.

They also began using the **DLT Neighborhood Notification program** to mail 100 to 200 pieces around the address of new installations to tell neighbors about their success story, inviting the neighbors to stop by and take a look. The program dramatically increased their referral business.

### **Customer Profile Analysis Summary Results**

- *Home ownership: 98% definite homeowner*
- *Dwelling type: 96% single family*
- *Length of residence: Over 6 years - 75%*
- *Both Mail order Buyer: Mail Responder and Donor – 92%*
- *Psychographic niches: Cash-to-carry and Diamonds-to-go – 65%*

We have been working with mailing lists for over 25 years.  
You will be surprised at the things we can do for you!

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and we will help you create a success story for your business!

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