



Using a customer database vs. magazine subscribers third party match back data, White Star Media **increased sales conversions and outperformed a financial services KPI goal by 40%.**

CHALLENGE

- WSM was assigned with designing an efficiency model for reaching AARP's Membership file with exclusive direct to member offers.
- Existing media reach included low conversion rates based on high non-membership distribution.
- Goal: Use high demo/geo target penetration to redirect messaging and increase sales conversion.

STRATEGY

- Create partner endorsed messaging directly to targeted membership.
- Use insert media for HHI level targeting for new membership offers.
- Use retention based offers to customer's house file match backs.

PROCESS

- Align with partners using HHI level targeting capabilities.
- Separate creative messaging by geo-demo match back targeting.

RESULTS

- Achieved 5% conversion rate vs. previous 3% conversion across 12 month campaign.



**OUTPERFORMED
KPI GOAL BY 40%**