

CASE STUDY



National child care provider acquires new customers, cost effectively

\$45.77

Cost per enrollment



7%

incremental enrollment (test vs. control) with .26% lead response rate



83:1 ROI

(\$83 in profit for every \$ spent) based on average enrollment value

About Client

National child care provider

Client Situation

Drive incremental enrollment of their Back to School Day Care/Tutoring Camps.

Strategy

- Target the best neighborhoods with the highest index for kids in the home (aged 0-10) with a weight of 75% and household income of \$50k plus (25% weight)
- Leveraged 2-sided Shared Mail Oversized Insert

