



Campaign Research & Analysis

Does your marketing generate business for you?

There's only one way to find out: **ASK YOUR CUSTOMERS**

Why would I want to do this?

There are many reasons for carrying out conversion research:

1. To understand how many customers you generate after requesting your brochure
2. To be able to communicate to advertisers the success of the brochure
3. To monitor the performance of specific marketing campaigns
4. To be able to amend future marketing campaigns, so they focus only on media which are generating business
5. To be able to evaluate the economic impact of your marketing and brochure distribution

What will the cost be?

The costs of the conversion research will depend on various factors, but particularly the number of questions you wish to ask:

- the number of records that need to be number matched/Telephone Preference Service (TPS) screened
- the type of questions
- the number of interviews required
- the quality of the data provided
- the depth of the analysis required

Typically, conversion research projects range from £1,000 to £5,000+

How does it work?

1. Consultation discussion between Carrier Direct Marketing and client to agree objectives, questions to be used, preferred timescales and data to be used
2. We provide a quote showing the cost for each part of the research
3. Client provides customer data to us
4. Set up and testing of questionnaire for researchers to use for interviewing
5. Client to test research questionnaire online
6. We will amend questionnaire if necessary
7. Researchers carry out agreed number of interviews (as per agreed customer data provided by client)
8. Data analysis and development of report
9. Quality checking of report
10. Report emailed to client for review
11. Client feedback and amendment of report (if required)

Further information

We recommend a minimum of 400 interviews are carried out to allow us to draw conclusions which are statistically reliable.

We recommend a minimum of 100 interviews per media title should you wish to evaluate that particular media title effectively.

We need to obtain customer telephone numbers to carry out this research; this is usually done through a process of number matching with name/address data (you will provide the customer address data).

As an example, to achieve 500 telephone numbers for the interviews, we will require 4500 customer addresses (9 times). This is due partly to the number matching process, the TPS screening (removing those people who have stated they don't wish to be contacted by telephone) and due to contacts refusing to participate in research.

The TPS screening is necessary to ensure we remain compliant with the data protection act and is best practise in any case.

We have a vast list of standardised questions (and responses) for you to choose from. Please ask to see this. We can also add bespoke questions if you have another query which would help to meet your objectives.

If you require any further information please contact us on

01271 336 000

www.carrierdirectmarketing.co.uk