

Case Study: Applying MatchPoint™ Analytics to Regional Association Website

Association is a Central Texas organization representing over 9,000 members.

Name of actual association withheld by request.

Overview

A regional non-profit association representing over 9,000 members is dedicated to bringing buyers and sellers to an online market place for the purposes of improving the transactions between buyers and sellers. Most of the outgoing, broadcast media is planned and designed to promote traffic to this site and the association boasts 2 million unique visitors per month.

Background

The regionally-known association has conducted traditional marketing and advertising efforts for more than ten years including direct mail, radio, television, social media, digital. Online marketing efforts include search engine optimization, search engine marketing (banner ads and pay-per-click text ads.) Heavily influenced by member feedback and influence, the association's marketing plan was typically built on the previous year's plan. Year after year, the plans look very similar.

The association promotes the sales of a high-ticket item. The directors of the association are constantly questioned and second-guessed by the 9,000 plus members. The directors decided to enlist MindEcology, specialists in leveraging data mining and hyper-targeting techniques to help they association to:

- A. Validate and invalidate current and future marketing tactics
- B. Locate and reach their best customers.
- C. Improve the numbers of the visitation to the association's website.

Tactics

MindEcology recommended applying their flagship product, MatchPoint™. This is MindEcology's hyper-targeting solution which leverages advanced database analytics and targeting techniques in order to help companies to achieve a higher return on their marketing and advertising investment.

MindEcology started the process by building a profile of the association's historically-best customers. The profile leveraged the unique MatchPoint™ methodology, which combines decades of market segmentation research with cutting-edge analytical techniques. The result was a research report that included a media habits buying report addressing the need to validate and invalidate marketing tactics. The report provided a market potential index report detailing which regional cities and zip codes contain the greatest per-capita-concentration of customers matching the profile of their historically-best customers.

Furthermore, the report and recommendations from MindEcology and MatchPoint included an online strategy featuring a targeted online pay-per-click strategy in a tiered-bidding structure.

Results

The association applied the online targeting techniques provided by MindEcology and their MatchPoint system. Prior to using the data, the association received 2 million unique visitors per month. After applying MatchPoint, the association received 3.5 million unique visitors the very next month and have averaged an additional 1.5 million viewers a month for the last 12 months.