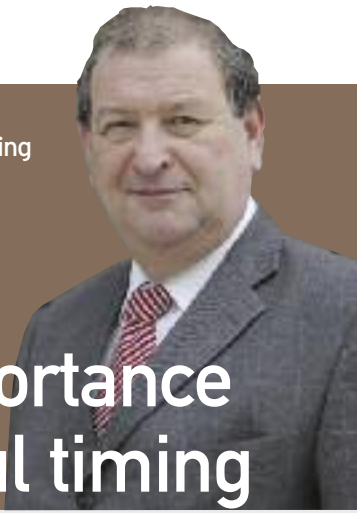


GRAHAM COOPER
points out some surprising
research results.



The importance of careful timing

Recent research reveals some surprising and useful facts about just how much attention should be given when planning to send communications to your customers and prospects.

The survey results were compiled over the period January to December 2008, with a base of 1,000 households per month using the Royal Mail Consumer Panel.

Some key findings include:

- Consumers receive less direct mail on a Saturday, compared with other days of the week
- Some - and, at odds with above - consumers respond more favourably to items they receive on a Saturday

As might be expected, mail received on a Monday elicits lower levels of response than any other day of the week.

The 'Saturday effect' is a clear winner for the financial services sector.

There is some very good news for those in the financial services sector who are under pressure to increase that all important return on investment (ROI) and can plan their campaigns to arrive later in the week . . .

- Twenty-two per cent of consumers have acted in response to an item of financial direct mail that arrives on a Saturday
- This compares very favourably with the 15 per cent who do something in response to items that arrive on a Monday

Optimising efficiency

Not only has a liberalised UK postal market helped reduce costs, we can use knowledge from research like this to optimise efficiency and select the day of delivery.

This is a huge benefit over Royal Mail's bulk discounted products which are said to arrive over a range of days, without being too specific!

As we know, response rates and ROI are paramount to the success of any campaign and are important considerations at planning stage.

Knowing when a direct mail campaign will arrive through letterboxes also means call centres can be available on the right day and fulfilment operations prepared accordingly.

Graham Cooper is MD of ONEPOST.