

## Capturing Lost Revenue Through Direct Mail Program

Leading In-Hospital, Infant Photography Company Successfully Launches Direct Marketing Program

### The Client

First Foto (now owned by Our365), based in St. Charles, Missouri, is the leading in-hospital, infant photography company. For over 50 years, First Foto has been capturing baby's first, official portrait.

### The Situation

For First Foto if a sale was not received at the hospital or through the telesales center, an outbound telesales call was made. A direct mail program was proposed to initiate contact with Moms who had not given phone numbers, in hopes of capturing additional sales.

### The Solution

The initial launch to 150,000 names tested two copy approaches and two different inserts. The test results were highly successful. Average response rate was 11%, with brochure recipients performing 3 points higher. This was particularly promising as the brochure mailer had a considerably higher ROI. Average order size was roughly \$3 above telesales performance.

### The Result

The direct mail program produced \$1mm in incremental revenue in its first year. Its success prompted the company to downsize its outbound telesales program and move a number of hospitals to a direct mail program only – three years after its launch half of all hospitals are on the direct mail program.

