

PODi CASE STUDY

AARP SMART DRIVERS SHOWING THE WAY TO COURSES WITH GEOMARKETING



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AARP SMART DRIVERS

VERTICAL MARKET: Not-for-Profit

BUSINESS APPLICATION: Direct Marketing / Traffic Generation

BUSINESS OBJECTIVES

For nearly 40 years, AARP, a not-for-profit organization, has been offering the nation's largest classroom and online driver safety course through its safe transportation initiative, AARP Driver Safety. The course, today called the AARP Smart Driver course, is designed to help keep drivers 50 and older independent, safe and confident while on the road. The AARP Driver Safety (ADS) team uses a number of tactics to attract half a million attendees to its courses throughout the USA each year.

However, 5 years ago, ADS experienced declining audiences for the in-person courses. They wanted to increase the number of attendees and also try to distribute them more evenly across the hundreds of different locations where courses are held each month.

To help achieve this goal, ADS hired a new marketing agency, ThomasARTS (TA), who suggested a more personalized and localized approach. As part of this approach, TA turned to locr GmbH to explore how geomarketing techniques could increase the overall response and optimize the audience sizes to provide the best learning experience for their members.

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www.aarp.org/driving9
(970) 555-5555

AARP
Driver Safety

RESULTS

The direct mail program that TA and locr developed has now been running continuously for four years with mailings every month. The main achievements have been that:

- Attendance levels were increased by 50% in the first year.
- The program evolved to “load-balance” attendance levels across multiple course locations.
- Costs have been reduced in part through precise targeting of recipients using geo-analytics.

CAMPAIGN STRATEGY

The strategy involves two distinct geomarketing techniques – analytical and visual:

The first (analytical) stage assigns recipients to course locations on the basis of proximity, defined by actual driving distance to a venue, while excluding potential recipients that live beyond a pre-determined distance.

The second stage visually enhances the mailer design and content with a dynamically created map to show the precise location of the primary venue assigned to each recipient. Although the venue locations are known in advance, it is the geo-analytics stage that is responsible for matching recipients to venues, and so the map images and venue locations are dynamically placed in each mail piece by data-driven rules.



CAMPAIGN ARCHITECTURE

Mailings are done on a monthly cycle involving between 150 and 200 AARP Smart Driver course locations in various geographical regions of the USA. From the 35 million AARP members, between 400,000 and 800,000 per month are selected to potentially receive invitations to courses in any of those locations.

The data management is a complex, but critical part of the campaign architecture which has evolved to make the program consistently effective.

Each month, the recipient address data is securely transmitted to locr for geo-analysis together with the addresses of the various venue locations. locr's GEOservices process calculates the actual driving distances between all the recipient locations and all the course venue locations, and appends unique IDs of the three nearest venues and their distances to each recipient record.

TA is then able to exclude potential recipients who are typically more than 20 miles driving distance from any venue. This considerably reduces the final audience size to between 300,000 and 500,000 but also impacts very positively on response rates and improves campaign ROI.

Furthermore, they can "load-balance" the recipients assigned to each venue to avoid ones in denser, urban areas being over-subscribed. If there are many recipients nearby their closest venue some will be invited to the next nearest venue to even out the distribution.

Meanwhile, locr creates local maps of the areas around each venue which are used as images for the personalized mailers.

The final phase is production and mailing. ThomasARTS uses TA's one2one software to merge the enhanced address data, map images and static content to create a print-ready PDF stream for the printer and mailing house.



Each venue location map image has a unique filename which locr appends to the master address data file so that the TA one2one software can automatically place the right one with the right recipient.

REASONS FOR SUCCESS

There are many reasons why this direct mail program has been achieving successful results for AARP Driver Safety over the four years in which it has evolved. The first two of these are specifically due to geomarketing:

- The advanced audience segmentation that TA undertakes enables recipients to be offered a convenient, nearby course location while excluding the least likely respondents on account of their distance. Furthermore, the geodata analysis provides a methodical basis for ensuring that venues are not over-subscribed, thus improving the effectiveness of the courses and the customers' experience.
- Placing a clear, recognizable map on the mailer to show the nearest location of an AARP Smart Driver course, resonates with the campaign purpose and adds creative impact to help gain the recipient's attention at the all-important "mail-moment" when they first open the mailer.
- All direct mail campaigns need a good offer, and this one clearly shows the potential savings on insurance costs, and above all, enables AARP members to continue "driving safely for as long as possible".

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| CLIENT | <p>AARP www.aarp.org The USA's largest non-profit, nonpartisan organization dedicated to empowering people to choose how they live as they age.</p> <p>AARP Driver Safety www.aarp.org/auto/driver-safety</p> |
| AGENCY | <p>ThomasARTS www.thomasarts.com An independent ad agency that believes art and science can stand alone, but that together they create something much more powerful.</p> |
| SOFTWARE | TA one2one software |
| DATA ANALYTICS | locr GEOservices and MAPS www.locr.com |
| TARGET AUDIENCE | 300,000 - 500,000 AARP members each month for final mailings. |
| DISTRIBUTION | Selected geographical areas of the USA each month |
| DATE | Monthly, since 2014 |