

# CASE STUDY

## Situation

# StarTribune

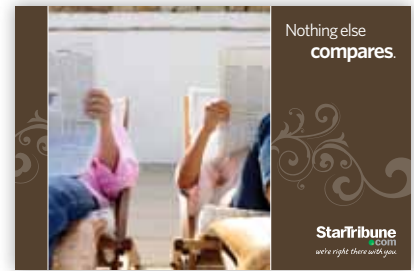
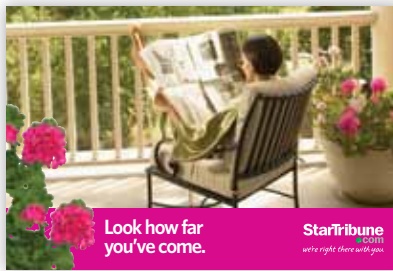
The Star Tribune is Minnesota's leading newspaper. About 1.8 million people read the award winning newspaper each week. The newspaper is offered in three forms – a paper version, a virtual eEdition, and online. The Star Tribune's website is the most frequently used online local news and information site for the Twin Cities.

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## Solution

Infinity Direct developed a system data model in each marketing category using the Star Tribune's current subscriber database to determine what their best subscribers "look like". This information was used to create several direct mail campaigns to target these potential subscribers.

The first mailing was sent to 6 PRIZM segments and one random group of households within ZIP codes selected by the Star Tribune. The 6 PRIZM groups were each mailed a self-mailer designed to speak to them individually rather than using a shotgun approach and mailing a generic design to an entirely random audience.



## Challenge

In an effort to "do more with less" while acquiring a higher-value subscriber base, the Star Tribune turned to Infinity Direct. As a long-standing marketing partner in acquisition, utilization, retention and acquisition campaigns, Infinity Direct recommended a more targeted marketing approach.

## Results

The results of this mailing show that the targeted designs had a 30% increase in response over the random design, further demonstrating the importance of being creative while targeting specific audiences with direct marketing.

