

# W23

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

## **T**ime-Warner Cable unit doubles mail response

The Charlotte, North Carolina, office of Time-Warner Cable — the largest U.S. digital telephone service — more than doubled response to its direct-mail offers through list massaging plus personalized variable copy.

One-size-fits-all offset jumbo postcards had been the mainstays of Time-Warner Cable's Charlotte-area advertising. Historically, they generated profitable, but lackluster, response rates from 0.6% to 0.8%.

The Charlotte management turned to the Denver-based Cohorts list company for help. Cohorts overlaid Time-Warner Charlotte's list with its 30-characteristic household segmentation system and identified three groups of promising potential customers for Time-Warner's Voice Over Internet Protocol (VOIP) phone service:

- The Cohorts analysis identified the Charlotte-area households most likely to want digital phone service.

Mainly, it showed that the age of the adult householders and the presence or absence of children in the home signalled the best sales prospects.

- Time-Warner Cable developed three new postcard mailings, each with tailored copy and graphics. They mailed in the autumn of 2005.

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capabilities.**

*A gravedigger is still a gravedigger even  
when he is called a mortician — only  
the price of the burial goes up.*

*— Peter Drucker*

- One postcard, tagged as "Lottery," was aimed at households with adults aged 46 through 58, with no kids at home.

The "Lottery" mail flight pulled a 1.47% response — a 126% increase over Time-Warner's traditional, non-personalized postcards.

- A second postcard, nicknamed "Dog," went to adults aged 26 to 33 years with no children in the household.

"Dog" produced 1.31% replies, a 102% improvement.

- The third postcard flight, called "Frog," was aimed at parents with children at home.

It generated 1.27% in response, up 95% from the earlier card mailings.

- The three variable-printed cards pulled an average response of 1.31% — a 102% increase over Time-Warner's earlier mailings.

- Those response boosts more than justified the increased costs of digital over offset printing (about \$200 overall).

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