



EVERY TEST HAS A WINNER ... WHAT DO LOSING TESTS COST YOU?

Reduce in-market testing and improve results

What if you could launch your next product or campaign confident that you're maximizing conversions because you crafted the winning combination of features, benefits, offer, copy, and pricing?

Limitations of in-market testing

Many marketers use past results, existing research, and their gut to create campaigns. They test, refine, iterate, optimize, and send thousands of messages to find winning — and losing — versions. There is a significant opportunity cost using budget for underperforming test efforts.

Better, faster, cheaper

LaunchPad®, our proprietary research platform, combines online survey panels with experimental design and modeling theory in a uniquely designed simulator. This approach can accurately predict the best offers, messages and creative to promote.

Identify elements that influence response

Pinpoint which combination will incent action out of hundreds of possible permutations.

LaunchPad® starts with traditional testing methodologies and applies next-generation technology and strategy.

LaunchPad can be used to incent action

- ▶ What to feature?
- ▶ How to position messages, offers, attributes?
- ▶ What product extensions will get people to switch?
- ▶ Which offers, messages, attributes should be given great prominence?
- ▶ How to streamline creative process to go to market with most effective creative?



Equals a winning combination



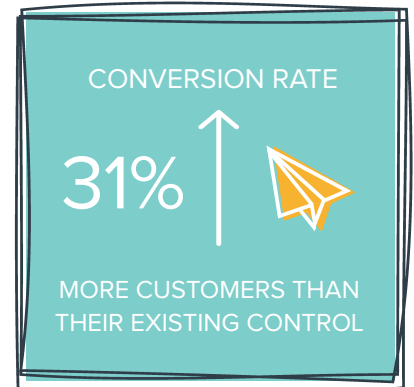
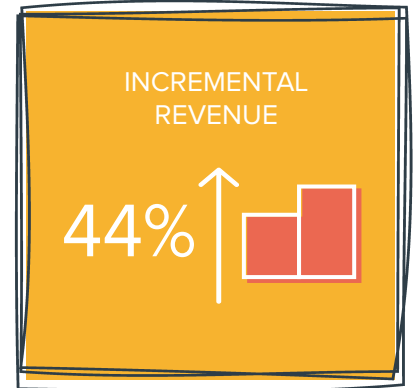
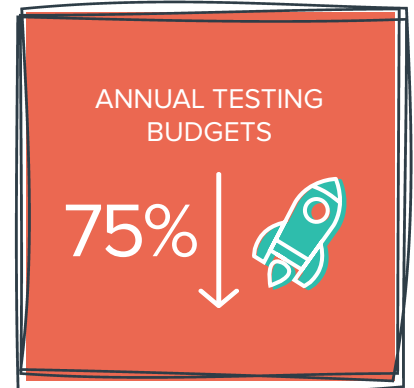
CASE #1

Bank reduces test budget by 75% and improves credit card acquisition

One of the nation's top issuers of credit cards needed new programs and benefits to boost acquisition. A saturated marketplace commoditized the industry, reducing reliable options to unprofitable price-and rate-driven offers.

LaunchPad® addressed dozens of potential benefits to discover the most attractive and profitable options. Insights from LaunchPad yielded reliable predictive data at a fraction of the cost of a conventional test and rollout program.

LaunchPad allowed our client to test more than 130 different credit card offers, find winners to put into market, and reduce annual testing budget by 75%.



CASE #2

Cable company improves conversions by 31%

One of the largest cable providers in the U.S. came to DRUM to help them quickly select the best offer to drive customer acquisition efforts. Hundreds of possible marketing message permutations were evaluated through LaunchPad.

The results revealed that price positionings and connection speeds are the most compelling attributes for influencing people to change their current cable package. The new campaign informed by LaunchPad converted 31% more customers than their existing control.

Watch the video

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