National Hearing Aid Franchise Experienced 50%+ Lift With a Smarter Model

A seasoned direct mail team unlocked new success with a custom model targeting only prospects within store trading areas.

**Client Challenge**

A major manufacturer of hearing aids built their strong business on high quality hearing aid technology, and franchisees that were passionate about improving hearing quality for their patients. Unfortunately direct mail, their most successful channel to reach this aging audience, was showing declining performance.

**Our Solution**

The TRAK team analyzed the client’s prior mailing performance and created a response model to match. By analyzing both the people most likely to respond, as well as the least likely to respond, TRAK was able to craft an audience that would drive performance and reduce waste.

**IMPACT**

The model was targeted with a direct mail campaign within the store trading areas. Results were dramatic, achieving over a 50% increase in all key performance metrics across the board. Franchisees were delighted to experience an increase in calls, store visits, and even purchases.

Lift in calls, store visits, and purchases over previous list