

Thomas Sanderson improves the responsiveness of press advertising by 389%



Europe's largest manufacturer and supplier of conservatory blinds and patio awnings, Thomas Sanderson was looking for new ways to improve return on marketing investment. Using ESP they were able to build an accurate picture of the company's customers.

Strategy

ESP's customer modelling was used to elicit values from a sample of 150 existing customers. Thomas Sanderson's marketing objective is to increase appointments for customers to meet designers. ESP spoke to customers at all stages of the sales process: those who had merely booked an appointment; those who had bought a product following an appointment; and those who turned down the chance to book an appointment.

The ensuing analysis was able to tell the marketing and sales teams about the different motivations of customers at particular stages of the sales process.

The client also gleaned valuable insight into how it could tailor communications to this profile, thereby securing more of the customers they desired. Perhaps

even more importantly, Thomas Sanderson now knows what turns customers away, and can omit these triggers from all customer communications.

The Results

The research also created a window of opportunity for Thomas Sanderson to ask its agency and in-house creative teams to improve its direct marketing, based on the findings.

**“In a head-to-head test the
ESP-enhanced campaign increased
response by 389%”**

K Murray, Direct Marketing Manager

Companies who use ESP's customer modelling include ,
AOL, CPP, SEGA and West Bromwich Building Society

The company has now incorporated the critical findings into all aspects of its marketing, including its call centres and printed media. Thomas Sanderson has also tested the new work - with positive results that have more than returned on the investment made.

ESP

Applying behavioural psychology to improve communication

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