

# Pharmacy Today



The American Pharmacists Association (APhA) is the first-established national professional society of pharmacists, founded in 1852. It remains the largest of its kind in the United States with more than 60,000 members. Their goal is to provide a forum for discussion, consensus building and policy setting for the profession of pharmacy.

## The Challenge

Another client of LS Direct Marketing, one of the nation's largest printing companies, came to us seeking a solution to increase magazine circulation for their customer, APhA. The magazine, Pharmacy Today, is published by our client and is a benefit of APhA membership. Upon meeting with APhA, we discovered both circulation and membership to be dormant. Due to economic conditions, APhA was understaffed and needed to outsource a campaign to re-activate expired membership, encourage new membership and in turn increase overall magazine readership.

## The Solution

LS Direct Marketing began by looking at APhA's data, clustered into four groups. Two of the groups had never been members, but were entered into the database upon either purchasing an APhA book or enrolling in any APhA continued education course. Another group had received a one-year free membership as first-time annual conference attendees, which had expired. The final group was members who had been inactive for 2+ years.

A twelve-week direct mail campaign of 6x9-customized postcards was sent first-class USPS to all four groups. The image differed based on such selects as age, gender and ethnicity. The call to action was unique based on whether the recipient was a non-member vs. expired member. All postcards contained a customized QR code and PURL. An A/B offer test was implemented with half receiving a 20% off annual membership vs. 3-months free membership.

## The Facts

Given that 10% of the recipients were mailed each week, LS Direct Marketing was able to make a mid-campaign adjustment based on A/B testing results. What we found after the initial four weeks was a zero response rate to the discount offer. Price was not a factor. Recipients, however were responsive to "3-month's free (or extended) membership", therefore the remaining 60% of the database were sent the more enticing offer. This resulted in a relative advertising cost savings of 17%.

APhA also offset over 100% of the campaign's cost with member enrollments. The overall response rate was 6%. Utilization of A/B offers improved the response by 21%. Of the enrollments received, 62% were first-time members and 38% were returning members.



## Data Driven Design

LS Direct Marketing developed a sophisticated enrollment campaign aimed at recapturing expired memberships and activating new members.

## Techniques Employed:

- Customer research
- Database analytics
- Variable data/image printing
- A/B Offer Analysis
- Direct mail
- Email
- PURLs
- QR Codes

**6%** response      **21%** A/B improved response