

## *CASE STUDY*

*identifying opportunity through custom research*

---

### **Direct Mail Evaluation**

#### ***The Issue:***

The Financial Department of an insurance and financial services company sends newsletters to its customer base with quarterly statements. The company wants to understand customer satisfaction with the newsletter.

#### ***The Solution:***

MRSI designed research that would help the company to understand awareness, recall, and overall satisfaction with the newsletter. Research was also designed to determine customers' next action once the newsletter was received (did they read it, throw it away, etc.). A survey was mailed to the company's customers with the option to complete and send back via mail or submit information online.

#### ***Business Implication:***

Research determined that there was high satisfaction with the newsletter's current format, yet some content topics were found to be of more interest than others. The insurance company decided to conduct further qualitative research to understand what articles or topics of interest were most beneficial to its customer base to further improve customer satisfaction and loyalty.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.

## CASE STUDY

*identifying opportunity through custom research*

---

### Tracking Research

#### *The Issue:*

A financial services provider measures its image and awareness among Hispanics, one of its key segments, in an annual tracking study. The company wanted to expand the study to better understand category behavior among Hispanics, as well as to specifically assess the impact of Spanish advertising on purchase behavior.

#### *The Solution:*

MRSI has partnered with the client in this study for several years and has developed a custom tracking program that drives marketing decisions. In addition, to measure the effectiveness of this particular advertising campaign, the study incorporated pre and post campaign telephone surveys in high density Hispanic markets.

#### *Business Implication:*

As a result of the research, the financial services provider learned that brand awareness and image had increased, leading the company to focus on more advertising to the Hispanic market in order to increase future purchase consideration among that group.

For more information, contact us at **513-579-1555** or visit [www.mrsi.com](http://www.mrsi.com) today.