



The Couponing Experts™

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Case Study: A Data Disaster

Challenge: It was “the worst project ever” according to the direct mail provider’s market research group. The task was to evaluate the effectiveness of a campaign created for one of the company’s largest clients. Data was plentiful; but, because it came from multiple franchisee sources, the data was a mess of various file formats and layouts.



Solution: VSI assisted in preparing the data and evaluating the campaign. The process started with an assessment of the condition of the raw data. Then, VSI integrated the information from all data sources and even identified potential pitfalls that could have resulted in data skewing errors and additional days of work. After being cleaned and evaluated, the data was usable and ready to be analyzed. VSI provided a detailed analysis based on its coupon expertise and benchmarks of comparable coupon distribution methods.

Result: Not only were costly hours of reworking the data saved and a do-over of the market test averted, VSI also delivered a thorough evaluation of the program results. VSI provided a customized reporting package that accurately summarized the promotional campaign and presented the raw data in a useable, manageable form. The partner-focused approach to data services impressed the direct mail vendor enough that they now turn to VSI on a regular basis and said of them: “VSI has been great ... responsive ... wonderful to work with.”

You’ve got data. But you need answers. Imagine what a difference it would make to have all the right data analyzed and boiled down to the most efficient and effective recommendations. Whether you’re trying to optimize your next promotion or understand how the last one performed, VSI has the resources you need to pull the information together and get a straight and simple answer.