

A QUAD CASE STUDY

Leading National Health Insurer

Rapid, pre-market testing method delivers control-beating results

Quad 

The business challenge

No matter where you are in your creative optimization journey, Quad's AMI can accelerate the process.

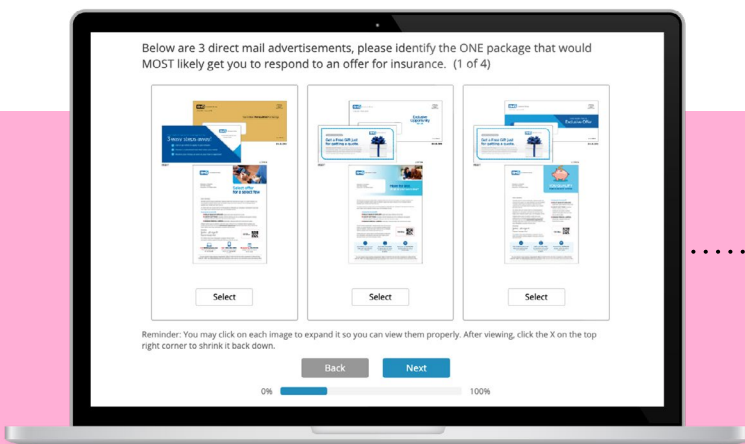
An industry-leading health insurance payor's top-performing direct mail package ("control package") delivered dwindling results. Despite years of testing challenger creative on their own, they were unable to create a package that could beat the control.

The payor knew it needed to evolve its approach to increase response, and they wanted to test various elements to see what might work to help them do that.

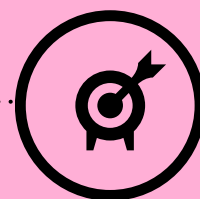
Quad introduced the client to **Accelerated Marketing Insights™ (AMI)**, a proprietary, pre-market testing methodology that pinpoints creative designs, messaging and offers which connect more effectively with targeted consumers, thereby increasing return on marketing spend.



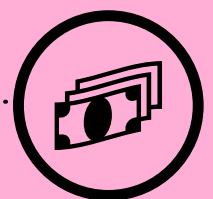
Accelerated Marketing Insights™ (AMI) Connect, Improve and Increase



Connect more effectively and authentically with consumers



Improve response rates



Increase sales and ROI

Pre-market testing with AMI delivers important learnings in a fraction of the time, at lower cost, than successive in-market testing.

Seeking to use AMI to enhance its ongoing research and explore new creative messaging and designs, the payor engaged Quad to conduct a study. The goal was to increase response and conversion versus the control package. Quad included specific package elements the client wanted tested, developed new creative for the study and validated the payor's in-house testing.

Quad leveraged AMI to conduct a three-part sequence, testing combinations of messages, formats and creative layouts. Study participants were carefully screened based on the payor's target audience to obtain 800+ survey panelists. The testing sequence included:

1. Message Audition Testing

- Quad tested a variety of payor-supplied messages to determine the strength and priority of each message component.
- Quad then took the top three messages and placed them into a second AMI test in the learning sequence.

2. Concept Audition Testing

- Quad helped the payor test its proprietary creative against competitors' designs. In addition, based on our direct mail expertise, we created five new designs that were tested against the top-performing control creative.
- Quad then took the highest-performing creative packages and moved into step three of the AMI process.

3. Reveal Study

- Quad leveraged the AMI platform to perform a multivariate test to identify the highest-performing envelope and letter. We tested the content organization, imagery, CTAs, colors, designs, etc.
- Quad provided the findings to the payor, and we collaborated to determine how to test these AMI study learnings in the market.

Breaking a Direct Mail Test Myth

Historically, some direct mail practitioners have felt the only way to do valid testing is in-market. Yet Quad has repeatedly proven that pre-market testing following the AMI methodology delivers results dramatically faster and at a fraction of the cost compared to traditional in-market trial and error.

- A single AMI study can deliver multivariate testing in **weeks instead of years**.
- AMI test winners **beat controls 85% of the time**, and typically yield an average **7%-12% lift**. For this client, AMI testing delivered significantly higher response lift than the average.
- One AMI concept test is equal to six in-market tests. Quicker creative optimization equals **quicker revenue recognition**.



AMI study reduces
time to deliver
reliable test results



success rate beating
control creative

The impact

“It would have taken us 11 years to test everything we can test in a single AMI study.”

— Director, Marketing Operations

In the first quarter of 2023, the new package was tested in market and generated a 22% response lift — far higher than the AMI average. For the first time in years, a challenger soundly beat the control. In Q2 of 2023, the package was tested again and delivered a 21% lift in response.

The payor was impressed with the results and plans to complete another mailing of the new creative in Q4 of 2023.

22%

lift in response
versus control in
Q1 2023

21%

lift in
response during
Q2 2023



Push your testing to the speed of now, save money and improve your results. Start a conversation with us to find out how.

About Quad

Quad (NYSE: QUAD) is a \$3 billion global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to reach their target audience via a uniquely integrated marketing platform. Quad connects every facet of the marketing journey efficiently and at scale through its innovative, data-driven offerings — from strategy and consulting to data and analytics, technology solutions, media services, creative and content solutions, and managed services. Quad provides a better marketing experience for its clients, so they can focus on delivering the best customer experience.

Quad employs approximately 15,000 people in 14 countries worldwide and serves more than 2,900 clients across the retail, publishing, consumer packaged goods, financial services, healthcare, insurance and direct-to-consumer industries. Quad is ranked as a leader in multiple industries including largest agency companies (Ad Age, #14); largest commercial printers (Printing Impressions, #2); and largest Milwaukee-area manufacturers (Milwaukee Business Journal, #1).

For more information about Quad, including its commitment to ongoing innovation, culture and social purpose, visit quad.com.

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