

(c. 47, 037)

NUTS & BOLTS

INDUSTRY STRATEGIES, TECHNIQUES, SOLUTIONS

CASE STUDY

Better Name Selection For a Franchise

Challenge: Better pinpoint homes likely to hire an in-home cleaning service.

Solution: Employ predictive modeling for more accurate name selection.

Results: Increased campaign response and lower acquisition costs.

The Maids International (TMI) was casting its net too wide. The Omaha, Neb.-based residential cleaning service was relying on simple geography and broad selects, such as households with incomes of more than \$100,000, to build mailing lists for its franchise direct mail campaigns. As a result, the mailings produced few leads and even fewer new customers for its 90 franchises.

To better pinpoint households likely to hire an in-home cleaning service, TMI enlisted the help of Genalytics, an Andover, Mass.-based data solutions provider that produces predictive models to create targeted prospect universes that are customized to campaign objectives.

According to Dave Griebel, TMI's vice president of marketing, implementing Genalytics' modeling software was relatively simple. Using one franchise as a test, TMI provided Genalytics with its current customer names and addresses, which were uploaded into Genalytics' On-Demand Targeting platform. This customer information was summarized into a profile report that pro-

Get ready for the healthiest, most thorough housecleaning ever!
 Call today and see why Nobody Outcleans The Maids.

Here's what you can expect every visit.

Our 22-Step Healthy Maids' Deep Cleaning System

- Kitchens: Clean sink, Clean refrigerator, Clean inside microwave, Clean inside cabinet doors, Clean counters, Wipe down floor, Load dishwasher
- Bathrooms: Clean/scrub showers, Clean drains, Clean toilets, Wipe down vanity
- Bedrooms: Pick up and rearrange furniture, Wipe down walls, Wash drapes, Vacuum carpets, Vacuum stairs, Vacuum under beds, Change beds, Wash walls, Empty trash
- Windows: Clean entry windows & shutters, Clean inside door windows, Clean window sills

Here's what you probably didn't expect:

- ✓ We clean places you don't even see, like the tops of refrigerators and under beds.
- ✓ We guarantee our employees have their right to work status, backgrounds and telephone records.
- ✓ We use a great bleach to remove mold, mildew and other allergens.
- ✓ We use our own environmentally preferred cleaning solutions.

For more information on our unique cleaning process, visit www.themaids.com

Our customers say it best:
 "We did a home meet as a way of trying to figure out how to hire each week and do a quality cleaning job." — Carol S.

"The team does a remarkable job, and our customers love it." — The Maids, Inc. See original website for a detailed picture.

"I have a large home, and I'm very picky. The Maids did an exceptional job that I can't describe."

"Before The Maids' last service, we had such fun with The Maids' monthly list service that we had to cancel it!" — 90% of 100,000+ customers

100% Satisfaction Guaranteed
 When you call on The Maids to clean your home, your satisfaction is always 100% guaranteed.

Dear Homeowner,
 Ready for the healthiest, most thorough housecleaning ever?
 There's never been a better time to call The Maids Home Services! Call us today for a FREE, no-obligation estimate.

If you're confident that once you experience our service, you'll never want to go back to doing other ways, then we're right.

Our thorough 22-Step Healthy Maids' Deep Cleaning System ensures that we'll clean virtually every available surface in every room of your home on every visit.

Our maids work in teams of four and are professionally supervised, bonded and insured. Our teams move through your home more quickly and efficiently than an independent service provider or a smaller team. Your home is cleaner and healthier in a quarter of the time.

Our patented Back Park Van with HEPA filtration can capture up to 99.9% of all dust, allergens, bacteria, pollen, pet dander and other pollutants. They also extend to hard-to-reach places, such as under your beds and on the tops of your ceiling fans.

The bottom line? Nobody Outcleans The Maids!

You can count on us to arrive on schedule, too. The way we do it is we'll get enough to finish ahead, and the last thing you need are cleaners that don't show up. Just relax and let The Maids Home Services give you a well-deserved break from cleaning!

To call us now for your free estimate, fill out convenient scheduling schedule for your needs and budget. Please hurry — our website is filling up fast.

Thank you!

The Maids Home Services

25% One-time introductory price. You have nothing to lose by calling us today because your satisfaction is 100% guaranteed. If you're not completely satisfied with any area we've cleaned, call within 24 hours and we'll re-clean it at no charge.

Call today for a free, no-obligation estimate
(999) 999-9999
 or visit www.themaids.com
\$25 off the first clean!
 The Maids Home Services
 Nobody Outcleans The Maids!

The Maids International uses predictive modeling to effectively target its franchise mailings.

vided a demographic snapshot of customers who purchased in the past and compared them to local market averages.

From there, Griebel says, Genalytics created a model comparing TMI customers to noncustomers to determine what customer characteristics were unique and predictive. According to Griebel, by applying more than 500 variables to more than 120 million households, then examining hundreds of data elements, Genalytics pinpointed 10 variables that were the most predictive of a consumer's need for a cleaning service. These variables included: home value, an income of more than \$150,000, presence of children or pets in the home, length of residency and geography.

Reports Griebel, "The attributes that made someone more likely to respond to an offer were measured and used to score households in the Genalytics prospect universe."

When mailed, those households yielded a 49 percent lift in response over nonmodeled names. In addition, the modeled names generated higher revenue per response, and the mailing achieved a 105 percent increase in ROI, Griebel says.

Once TMI's other franchises saw the test results, the number of franchises electing to use the Genalytics' tool jumped from one to 90 branches in just nine months. Genalytics' On-Demand Targeting platform helped TMI franchises build customer bases faster and more efficiently, says Griebel. The predictive modeling tool was instrumental "in increasing the cost-effectiveness of direct mail and lowering acquisition costs for TMI corporate while providing an additional marketing approach for TMI franchises," he says.

—Kate DeBevois