

# An AcrobatAnt Case Study

## EFFECTIVENESS OF DIRECT MAIL AND HOUSEHOLD IP TARGETING

### SITUATION:

A regional healthcare organization consistently advertises with local print media, has an online search presence, Indeed and LinkedIn job posts as well as a presence in regional nursing publications. The organization had previously sent a direct mail piece to a fairly small mail list. While they were receiving some nurse candidates from these efforts, they could not fill all positions with the leads from the current efforts and additional ideas/touchpoints were needed. The organization's leadership does not permit social media use, so we had to explore other ways to reach nurses.

### STRATEGY:

Direct mail had proven successful when sent previously with three nurses being hired from a fairly limited mailing to one region. As a regional health system, we suggested that they recruit outside of their current state and to neighboring states, specifically areas close to the border where they may already be familiar with the state and willing to relocate.

In order to increase the frequency of the message to these candidates, we also suggested testing nurse households by their IP address.

### MESSAGING:

The health system was offering a \$10,000 sign-on bonus and relocation assistance for certain inpatient RNs with two years of experience.

### TACTIC OVERVIEW:

- We obtained a list of 49,631 nurses in targeted geographic areas. This total nurse count was filtered to include only nurses with at least two years but not more than 25 years of experience.
- 8,000 of the 49,631 nurses were selected as a test to also receive digital ads via household IP targeting, in addition to the direct mail postcard.
- The remainder of the list (41,631) received only a direct mail postcard and would be our control group to determine if we received any additional lift by including household IP targeting.

### RESULTS:

- The response rate of the nurses who received a postcard only was 0.034%; 14 of the 41,631 nurses applied.
- The response rate of the nurses who were targeted with a postcard and digitally was 0.050%; 4 of 8,000 nurses applied.

Using the response rate of the dually-targeted 8,000 nurses as a guide, if we were to target the remaining nurses, we could expect an additional 6.82 applications. *This is a one-time example and results may not be indicative of all household IP targeting and direct mail efforts.*

### NEXT STEPS:

While successful, we would like to test variations of the message and design to determine if we can improve the lift of the combined effort in the future.

