



40 Wall Street, 10<sup>th</sup> Floor • New York, NY 10005  
(212) 842-6030 • Fax (212) 842-6035  
www.winterberrygroup.com • info@winterberrygroup.com

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Contact: Stephanie Im  
(212) 842-6034  
stephanie@winterberrygroup.com

## **“NEXT GENERATION” MARKETING PERSONALIZATION TO DIFFERENTIATE CAMPAIGNS, ACCORDING TO NEW RESEARCH**

*Going “beyond the salutation” key to cutting through the clutter and breaking consumer silence,  
says study from leading strategic consulting firm*

**January 16, 2007** — Consumers’ postal and email boxes are stuffed with marketing messages, but how do recipients decide what merits attention—and what gets tossed in the trash? In the face of the daunting “clutter challenge,” how much one-to-one customization is necessary for campaigns to generate truly incremental lift? And how are some of today’s most talked-about tactics (like event-triggered communications and personalization) being implemented across industry lines? Those and other questions are addressed in a white paper released today by Winterberry Group, a leading strategic consulting firm serving the marketing industry.

Preliminary results from the study, entitled *What’s in the Mailbox? The Impact of One-to-One Marketing on Consumer Response*, were introduced in October at DMA06 in San Francisco by a dynamic cross-disciplinary panel comprised of representatives from the four firms that contributed to the research initiative: Mintel, Responsys, Vertis Communications and Winterberry Group.

Among other findings, Winterberry Group identified seven key trends defining the current one-to-one marketing communications environment. They are:

- Media fragmentation and the proliferation of marketing “clutter” are threatening response rates and forcing marketers to adjust their tactical mix in search of differentiation
- Consumers invite marketing messages that deliver tangible value—even in significant volumes—but remain disillusioned with those that show little understanding of (or empathy for) their unique needs
- Privacy remains a major societal concern—and another cause for consumer backlash—as marketers seek out and exercise enhanced data collection methods

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- The benefits of targeted communications are understood and embraced by the marketer community, though few have adopted the ideal mix of campaign solutions to achieve “optimized” one-to-one relationships
- “Simple” personalization—commonly exercised as the addition of a recipient’s name, address or basic personal information to a message—is no longer a competitive advantage given its proliferation and the advent of highly sophisticated targeting methodologies
- Analytics tools and customer relationship management (CRM) databases, once the province of statisticians and a small corps of large, technology-focused companies, have become accessible to marketers of virtually all sizes and industries
- Effective personalization efforts, enabled by event triggering, allow marketers to exploit data and targeted content to optimize the timing, relevance and overall impact of their consumer offers.

“True ‘relevance’ lies in the content and context of a marketing message, not in the mere placement of a recipient’s name or other customer data in a marketing solicitation,” says Bruce Biegel, senior managing director of Winterberry Group. “If marketers expect results, they must tailor relevant messages by utilizing data and analytics programs that react to geo-, demo- and psychographic information to enhance behavioral targeting and measurement.”

*What’s in the Mailbox? The Impact of One-to-One Marketing on Consumer Response* is available for complimentary download via the Research page of Winterberry Group’s Web site, <http://www.winterberrygroup.com/news.html>.

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### *About Winterberry Group*

Winterberry Group is a unique research and strategic consulting firm that helps marketing industry companies increase profits and build shareholder value. Affiliated with Petsky Prunier LLC—a leading investment bank providing merger and acquisition advisory services to companies in the same industry—Winterberry Group offers its clients strategic perspective that is unparalleled in the marketing sector, while PPLLC maintains exceptional relationships with industry executives and business owners. This combination of market intelligence, research and strategic operating experience (as well as the ongoing dialogue among buyers and sellers of marketing services businesses) provides an educated outside perspective we bring to each engagement.

Over the past four years, Winterberry Group has successfully completed more than 70 engagements for a broad range of marketers, service providers and technology developers, as well as the private capital firms that invest in these businesses. WG’s clients include Alterian plc., arvato AG (the marketing services division of Bertelsmann AG), BDS Marketing, Capital One Financial Corp., The Carlyle Group, Hewlett-Packard, ICOM Information & Communications, IWCO Direct, MetroGroup Marketing Services, Modern Postcard, *Openfirst*, Transcontinental, Inc., V12 Group, Xerox and Yahoo!.

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