



Creative Performance Through Segmentation

PRESENTED BY:



Whipple Direct Mail

Your Presenters



Tim Carr brings 20+ years of performance marketing and DM success across a range of industries.



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Driving
Direct Mail
Success For:



PRESENTING

Creative Performance Through Segmentation



Practical strategies for pairing audience segmentation with creative treatments to propel Direct Mail response.

What We'll Cover:

Common Segmentation Traps

Optimizing Response via Creative

Case Study Examples

Wrap Up & Q&A

Pulse Check



How many have experience with **creative segmentation testing** in your DM campaigns?

Setting the Stage: Prospect vs. CRM Segmentation

EXISTING CUSTOMERS (CRM)

Data Coverage

Deep individual and household signals available at scale

Personalization

1:1 messaging is proven to drive measurable impact

Strategy

Personalize with confidence—the data backs it

NEW CUSTOMERS (ACQ)

Data Coverage

Limited signals—modeled, inferred, or third party

Personalization

Broad targeting works—1:1 carries higher error risk

Strategy

Treat assumptions as hypotheses, weigh the risk of being wrong, and implement proper test planning

Common Segmentation Traps



3 Common Segmentation Traps

Even Smart Marketers Fall Into

1

The
Persona Trap

2

Opinion-Based
Segmentation

3

Segmentation-Driven
Modeling

Trap 1: The Persona Trap

Broad personas are too blunt; individual, and household data tells a dramatically different story

PERSONA VIEW

"Handsome Direct Mail Guys"

TIM
Age 38-54
Suburban Homeowner
Income \$100k+
Airline Loyalty

MATT
Age 38-54
Suburban Homeowner
Income \$100k+
Airline Loyalty

Same persona. Same message.



INDIVIDUAL DATA VIEW

TIM
1-2 Person HH, No Kids
Lives in CA
Small Basket, Organic SKUs
Drives Electric Car

MESSAGE:
"Simple and healthy chef-prepared meals"

MATT
4+Person HH, Kids
Lives in OH
Bulk, Quick, Prep-friendly SKUs
Drives Pick-Up Truck

MESSAGE:
"Quick, easy dinners the whole family will enjoy"

Different signals. Different messages. Different results.

Trap 2: Opinion-Based Segmentation

A starting point; not a strategy

The Problem

Everyone has an opinion on your segments—especially C-suite.

Well-intentioned opinions can drive segmentation decisions that have:

- No data to back them up
- No real potential to scale

Before Acting On Any Opinion, Ask:

- 1 Do I have actual data that supports this opinion?
- 2 Is there actual scale potential in this segment?

Trap 3: Segmentation-Based Modeling

Let your models work as intended

The Trap

Build a “boomers model” because you decided boomers are the segment

VS

The Fix

Build your best-performing model first, then segment boomers out of it

Bonus Trap

Over-Segmenting Without a Creative Hypothesis

“Finding a segment” isn’t the same as “knowing what message that segment needs.”

Optimizing Response via Creative

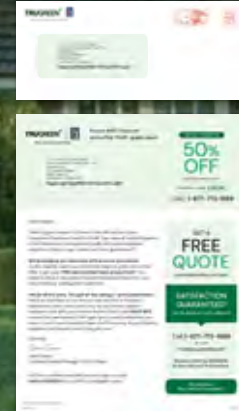


Case Study: TruGreen

Golf Enthusiasts

DIY Affinity

Veterans



TRUGREEN 



Case Study: TruGreen



"Golf-Interest" Audience

Inspiration:
Strong Variable in Models





LIFT's 8 Rules for Direct Mail Response™

<p>1 Look at me Cut through the clutter and drive OE opens</p>	<p>5 Work is a 4-letter word Convey ease over effort</p>
<p>2 What's in it for me? Instantly engage the reader with a prominent hook</p>	<p>6 Break down barriers Address potential audience objections</p>
<p>3 Honor the CTA Ensure the offer and required actions are clear, eye-catching, and intuitive</p>	<p>7 Build trust Alleviate customer suspicion</p>
<p>4 Benefits over features Focus on your customer rather than your product</p>	<p>8 Respect the brand Brand outlasts offers—think long term</p>

LIFT'S RULE 2

What's In It for Me?

Provide "hooks" that highlight top reasons to continue reading

- ▶ Identify segment Values, Needs, Barriers as it relates to your offering
- ▶ Convey benefits, ideally with emotion

Focus on the reader's "Me"

- ▶ Integrate personalized data: Name, Location, Tenure, etc.

Control Letter





"Golf-Interest" Audience

LIFT'S RULE 2
"What's in it
for me?"



PGA Logo on OE

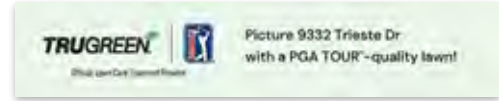


"Golf-Interest" Audience

LIFT'S RULE 2
"What's in it
for me?"



PGA Logo on OE



Address personalization with golf-benefit context

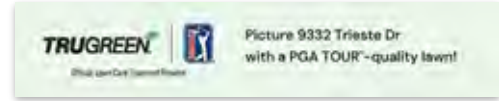


"Golf-Interest" Audience

LIFT'S RULE 2
"What's in it
for me?"



PGA Logo on OE



Address personalization with golf-benefit context



PGA Tour credibility within intro sentence

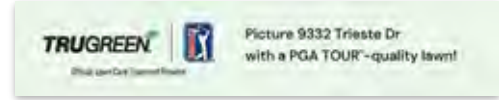


"Golf-Interest" Audience

LIFT'S RULE 2
"What's in it
for me?"



PGA Logo on OE



Address personalization with golf-benefit context



PGA Tour credibility within intro sentence



Personalized Signature with City Localization



"Golf-Interest" Audience

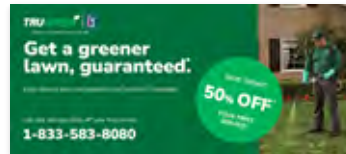
LIFT'S RULE 2
"What's in it
for me?"

Tap Into Emotion

Control Letter Back



Control Insert





"Golf-Interest" Audience

LIFT'S RULE 2
"What's in it
for me?"

Tap Into Emotion

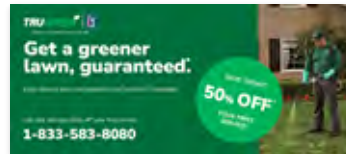
Control Letter Back



Test Letter Back



Control Insert



Test Insert



Our experts do all the work so you can have more fun.



"Golf-Interest" Audience

↑ Results:

8% LIFT
over BAU creative

★ WINNER ★





Case Study: TruGreen



"DIY" Audience

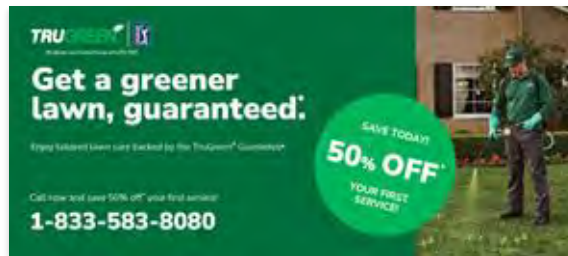
Inspiration:
Brand-Led Initiative



LIFT'S RULE 5 Work is a 4-letter word

Always convey ease
over effort

 "DIY" Audience
+17% SALES



Control Insert



DIY Segment
Insert Test

DIY Messaging
to DIY Audience



Case Study: TruGreen



"Veterans" Audience

Inspiration:
Incremental Offer Availability



“Veterans” Audience

LIFT'S RULE 2
What's in it
for me?

SPECIAL VETERANS OFFER:
Exclusive savings for a lawn you love, guaranteed.

Exclusive audience-specific header

“Veterans” Audience

LIFT'S RULE 2
What's in it
for me?

TRUGREEN
SPECIAL VETERAN'S OFFER:
Get a lawn you'll love 50% year.

City, State, Zip
Address
Phone

Your service deserves recognition.

Save 50% on your next lawn care service. This offer is available to active and retired U.S. military service members and their families. For details, visit tru.com/veterans.

50% OFF
SAVE NOW
+ Extra Savings Just for Veterans
Mention code: LOCAL

CALL US TODAY!
FREE
personalized quote
for your lawn
CALL 1-800-583-8080

Claim your veteran's offer with code: LOCAL
CALL 1-800-583-8080
or visit tru.com/veterans

SPECIAL VETERANS OFFER:
Exclusive savings for a lawn you love, guaranteed.

Exclusive audience-specific header

VETERAN'S OFFER

SAVE NOW

50% OFF

+ Extra Savings Just for Veterans
Mention code: LOCAL

Veteran-focused header and "+ Extra Savings" call-out makes this feel important

TRUGREEN

Your service deserves recognition.

Enjoy exclusive savings on a green, healthy lawn with TruGreen's solutions. From Turfgrass to Turfgrass.

Call now to claim your veteran's offer only savings:
1-800-583-8080

50% OFF

“Veterans” Audience

LIFT'S RULE 2
What's in it
for me?

Veterans Audience
+23% SALES

TRUGREEN
SPECIAL VETERAN'S OFFER:
Get a lawn you'll love for 50% off.

City, State, Zip
Address
Phone

Your service deserves recognition.

Save 50% on your next TruGreen lawn care service. This offer is available to active and retired military members and their families. For more information, visit TruGreen.com/Veterans.

AMESSTANT
TRU GREEN
TRUGREEN GUARANTEES

Call now to claim your offer with code: LOCAL
CALL 1-800-583-8080
or visit TruGreen.com/VeteransOffer

SPECIAL VETERANS OFFER:
Exclusive savings for a lawn you love, guaranteed.

Exclusive audience-specific header

VETERAN'S OFFER

SAVE NOW

50% OFF

+ Extra Savings Just for Veterans

Mention code: LOCAL

CALL US TODAY!

FREE personalized quote for your lawn

CALL 1-800-583-8080

SAVE NOW

50% OFF

your first lawn service*

+ Extra Savings Just for Veterans

Mention code: LOCAL

Veteran-focused header and "+ Extra Savings" call-out makes this feel important

TRUGREEN

Your service deserves recognition.

Enjoy exclusive savings on a greener, healthier lawn with tailored solutions from TruGreen.

Call now to claim your offer only savings:
1-800-583-8080

Your service deserves recognition.

Enjoy exclusive savings on a greener, healthier lawn with tailored solutions from TruGreen.

Reiterate exclusivity and audience-specific focus

When Messaging Hits Home, Performance Takes Off



Golf Audience

**10%
LIFT**
over
control

**8%
LIFT**
over control
to Golf segment



DIY Audience

**28%
LIFT**
over
control

**17%
LIFT**
over control
to DIY segment



Veteran Audience

**18%
LIFT**
over
control

**23%
LIFT**
over control
to Vet segment

Case Study: HelloFresh

Family Chefs

Young Couples



**HELLO
FRESH**

LIFT'S RULE 2

“What’s in it for me?”

Provide “hooks” that highlight top reasons for segment to continue reading

Focus on our reader’s “Me”

▶ Integrate personalized data





Case Study: HelloFresh

 Family Chef Creative

Inspiration:
Strong Variable in Models



LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Family Chef Audience Test
+17% LIFT

HELLO FRESH YOUR NEW YEAR OFFER

10 FREE MEALS

Visit HelloFresh.com/Jan25 to claim your offer

SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK & EASY MEALS THEY'LL LOVE

Dear Family Chef,

You're invited to experience the new way to cook up the delicious, effortless meals you and your family deserve - now with quick & easy meal kits.

ENJOY A STRESS-FREE COOKING EXPERIENCE:

1. Choose from our family recipes over the phone with a whiteboard menu.
2. Receive fresh, pre-portioned ingredients that fit perfectly in your 7.9-gallon zip-top bags in the car.
3. Sit on your bed and watch new skills together with your kids.

Best of all, our meals are designed to be quick and easy without compromising on flavor or variety. Don't wait! Claim your 10 FREE meals in your zip code today.

Claim it now before it's gone!

The HelloFresh Team

CLAIM YOUR OFFER
Visit HelloFresh.com/Jan25
Use special code: **10FREE0004**



SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK & EASY MEALS THEY'LL LOVE

Family-focused headline adds context

ATTENTION FAMILY FOOD LOVERS!

HELLO FRESH

THERE'S SOMETHING FOR EVERYONE!

Perfect for busy families who crave variety and convenience without using that homework hour, it's hard to get your meals to prep quickly, but now it's easier than ever with our new meal kits.

Take the stress out of cooking. Visit HelloFresh.com/Jan25 and order your special code: **10FREE0004**.

EVERY BOX INCLUDED:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced produce
- ✓ Step-by-step instructions

LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Family Chef Audience Test
+17% LIFT

HELLO FRESH
YOUR NEW YEAR OFFER

10 FREE MEALS

10 Free Meals for your family

Visit HelloFresh.com/Jan25 → **XXXXXXX**

SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK ⇔ EASY MEALS THEY'LL LOVE

Clear 4-14 items.

You're invited to experience the easier way to cook up the delicious, nutritious meals you and your family deserve - now with special New Year's pricing.

ENJOY A STRESS-FREE COOKING EXPERIENCE:

1. Choose from our family recipe menu for the perfect recipe with a video demonstration.
2. Receive fresh, pre-portioned ingredients that fit perfectly in your 3.9L and 4.9L to the cart.
3. Did you give feedback and have new ideas? Together with our chefs we can make it happen.

Best of all, our meals are designed to be quick and easy without compromising on flavor or quality. Don't wait! Claim your 10 FREE meals in their shipping container that has quality.

Claim it in more like this!

The HelloFresh Team

CLAIM YOUR OFFER
Visit HelloFresh.com/Jan25
Use special code: **XXXXXXX**

EVERY BOX INCLUDES:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced proteins
- ✓ Step-by-step instructions

→ **SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK ⇔ EASY MEALS THEY'LL LOVE**

Family-focused headline adds context

- CROWD-PLEASING VARIETY**
- OPTIONS READY IN 30 MIN. OR LESS**
- HEALTHIER THAN TAKEOUT**

→ Family-friendly hooks pay off WIIFM

ATTENTION: ONLY YOU LOVERS!

HELLO FRESH

THERE'S SOMETHING FOR EVERYONE!

Perfect for busy families who crave variety and convenience without using that homework book, it's hard to get your secret to enjoying fresh, delicious meals without the hassle of planning or grocery.

Take the stress out of cooking. Visit HelloFresh.com/Jan25 and enter your special code: **XXXXXXX**.

EVERY BOX INCLUDES:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced proteins
- ✓ Step-by-step instructions

LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Family Chef Audience Test
+17% LIFT

HELLO FRESH YOUR NEW YEAR OFFER

10 FREE MEALS

10 Free Meals for your family

Visit HelloFresh.com/Jan25 → XXXXXXXX

SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK ⇔ EASY MEALS THEY'LL LOVE

Clear - 1/24 terms:

You're invited to experience the new way to cook up the seasonal, fresh meals you and your family love - without the usual stress of planning or shopping. See how you can spend less than you're paying.

ENJOY A STRESS-FREE COOKING EXPERIENCE:

1. Choose from our family favorites or the great ideas within our inspiration.
2. Receive fresh, pre-portioned ingredients that fit perfectly in your fridge and slip a bag to the car.
3. Did you give feedback and have new ideas? Let us know - we'll listen.

Best of all, our meals are designed to be quick and easy without compromising on flavor or quality. Don't wait! Claim your 10 FREE meals - they're going so fast you'll need to be quick.

Claim it in more like 10/10.

The HelloFresh Team

CLAIM YOUR OFFER
Visit HelloFresh.com/Jan25
Use special code: XXXXXXXX

Includes all cooking variety
HELLO FRESH MEALS
HELLO FRESH MEALS
HELLO FRESH MEALS

→ SPECIAL OPPORTUNITY FOR YOUR FAMILY TO ENJOY QUICK ⇔ EASY MEALS THEY'LL LOVE

Family-focused headline adds context

CROWD-PLEASING VARIETY

OPTIONS READY IN 30 MIN OR LESS

HEALTHIER THAN TAKEOUT

→ Family-friendly hooks pay off WIIFM

ATTENTION FAMILY FOOD LOVERS!

THERE'S SOMETHING FOR EVERYONE!

Perfect for busy families who crave variety and convenience without losing that homemade touch, a meal kit is your secret to enjoying fresh, delicious meals without the hassle of planning or shopping.

Take the stress out of cooking. Visit HelloFresh.com/Jan25 and order your special code: XXXXXXXX.

EVERY BOX INCLUDED:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced proteins
- ✓ Step-by-step instructions

→ Perfect for busy families who crave variety and convenience without losing that homemade touch, a meal kit is your secret to enjoying fresh, delicious meals without the hassle of planning or shopping.

Reinforce family-focused benefits on insert



Case Study: HelloFresh

 Young Couples Segment

Inspiration:
Strong Variable in Models



LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Young Couples Audience Test
+8% LIFT

YOUR NEW YEAR OFFER

10 FREE MEALS

A FIRST YEAR OFFER

Call HelloFresh.com_Jan25 XXXXXXX

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK

Enjoy a stress-free cooking experience:

- 1. All ready-to-go meals (including breakfast and healthy snacks)
- 2. All fresh ingredients (including produce) delivered to your door
- 3. Meals of your own making with no prep or cleanup

Think of all the time and money you'll save by not cooking at home or eating out. You'll love our 10 FREE meals. Free shipping on your first order too.

Claim it before it's gone!

The HelloFresh Team

10 FREE MEALS OFFER
Call HelloFresh.com_Jan25
Use promo code XXXXXXX

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK

You're invited to experience the easier way to cook up the delicious, nutritious meals you deserve—now with special New Year's pricing.

Value-focused intro message adds context

ATTENTION BUSY FOOD LOVERS!

TRY YOUR NEW, EASY WAY TO COOK IN THE NEW YEAR.

Reduce the busy time you spend every morning getting and cross that repetitive to-do list item as your search for enjoying fresh, delicious meals without the hassle of planning or shopping.

Redesign your dinner for cooking with real ingredients you crave. Call HelloFresh.com_Jan25 and enter your favorite code XXXXXXX.

EVERY BOX INCLUDES:

- ✓ Pre-portioned ingredients
- ✓ Freshly-insourced produce
- ✓ Step-by-step instructions

LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Young Couples Audience Test
+8% LIFT

YOUR NEW YEAR OFFER

10 FREE MEALS

A FIRST YEAR OFFER

Call HelloFresh.com/Jan25 [▶](#) XXXXXXX

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK.

Offer Highlights:

- 1. Receive 10 meals (including 100g meat) for \$10 a week for 10 weeks. (Maximum 10 meals. Ready-to-go meals only. Excludes meat & poultry.)

ENJOY A STRESS-FREE COOKING EXPERIENCE.

1. All ready-to-go meals (including 100g meat) ready to go.
2. Best from our government-grade ingredients at a low cost.
3. Most of your time cooking will be spent enjoying the meal.

Most of all, our meals are prepared to be used directly without any prep work or fuss. So why don't you try our 10 free meals (100g meat & poultry) on your first week?

Check out a demo video [▶](#)

The HelloFresh Team

10 FREE MEALS OFFER
Call HelloFresh.com/Jan25
Offer good only on XXXXXXX

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK

You're invited to experience the easier way to cook up the delicious, nutritious meals you deserve—now with special New Year's pricing.

Value-focused intro message adds context

- HAVE MORE FUN
- OPTIONS READY IN 20 MIN. OR LESS
- TRY SOMETHING NEW

Couple-friendly benefit bullets

ATTENTION BUSY FOOD LOVERS!

TRY YOUR NEW, EASY WAY TO COOK IN THE NEW YEAR.

Reduce the busy busy when you skip cooking prep and stress that typically comes with it. Meet us in your kitchen for enjoying fresh, delicious meals without the hassle of planning or shopping.

Reduction your stress for cooking with our convenient pre-portioned ingredients and easy-to-use recipes. Call HelloFresh.com/Jan25 and enter your favorite code XXXXXXX.

EVERY BOX INCLUDES:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced produce
- ✓ Step-by-step instructions

LIFT'S RULE 2
What's in it for me?

LIFT'S RULE 5
Work is a 4-letter word

Young Couples Audience Test
+8% LIFT

YOUR NEW YEAR OFFER

10 FREE MEALS

A FIRST YEAR OFFER

Call HelloFresh.com/Jan23 → XXXXXXXX

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK.

Offer Details:

- 1. Based on your membership. The offer ends 2/28/23 at 11:59 PM. Member: 1/1/23 - 1/31/23. Member: 2/1/23 - 2/28/23.

ENJOY A STRESS-FREE COOKING EXPERIENCE.

1. All meals to go, available Monday through Sunday.
2. Best fresh ingredients, delivered to your door.
3. Meals of your favorite cooking style.

Think of all the time and money you'll save by not cooking at home or shopping. Join now! Offer good for 10 FREE meals. Free shipping on your first order.

Check out a Hello Fresh kit!

The HelloFresh Team

10 FREE MEALS OFFER
Call HelloFresh.com/Jan23
Offer good until 2/28/23

ATTENTION BUSY FOOD LOVERS:

TRY YOUR NEW, EASY WAY TO COOK IN THE NEW YEAR.

Feed the busy family who are always on the go and crave that homemade touch, a meal kit is your secret to enjoying fresh, delicious meals without the hassle of planning or shopping.

Redeem your access for cooking with real ingredients you crave. Call HelloFresh.com/Jan23 and enter your favorite code XXXXXXXX.

EVERY BOX INCLUDES:

- ✓ Pre-portioned ingredients
- ✓ Freshly sourced produce
- ✓ Step-by-step instructions

SPECIAL OPPORTUNITY TO ENJOY FRESH. DELICIOUS MEALS THAT WON'T BREAK THE BANK

You're invited to experience the easier way to cook up the delicious, nutritious meals you deserve—now with special New Year's pricing.

Value-focused intro message adds context

HAVE MORE FUN

OPTIONS READY IN 20 MIN. OR LESS

TRY SOMETHING NEW

Couple-friendly benefit bullets

Perfect for food lovers who are always on the go but still crave that homemade touch, a meal kit is your secret to enjoying fresh, delicious meals without the hassle of planning or shopping.

Segment-relevant insert messaging

When Messaging Hits Home, Performance Takes Off



Family Chefs

**17%
LIFT**
over
BAU Creative



Young Couples

**8%
LIFT**
over
BAU Creative

Segmentation and Creative for the Win!



Align the right segments with the right creative to unlock 8–20% lifts.

- ✓ Avoid segmentation traps
- ✓ Models first, segments second
- ✓ Build proper test and control groups across both segment and creative treatment
- ✓ Apply LIFT's 8 RULES
 - #2: What's in it For Me
 - #4: Tap into Emotion
 - #5: Make it Easy
- ✓ Measure your incremental lift

Q&A

THANK YOU



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Whipple Direct Mail