



Scientific Association has 36% Response Rate in Ongoing Member Recognition Program

Case Study



Project: Member Recognition Program utilizing Personalized URL's to generate custom certificates

Vertical Market: Professional Association

Business Application: Member Recognition-5 year members

Business Objective:

A large scientific association contracts with us to produce monthly variable data postcards via print and email with Personalized URL's that are sent to members who have reached milestones based on their years of membership. This program has been going on for three years. The member uses their Personal URL to go to a special site where they see a certificate celebrating their years of service. They can then personalize and order that certificate and it gets shipped to them. It is a simple, personal and cost effective way that the association uses to recognize their members and let them know they appreciate them. They are currently recognizing five year members.

Results:

The Program is now three years old and here are the statistics:

3824 PURLs Generated
1397 Certificates Requested
37% Response Rate

These statistics show that members are responding to the offer and want to be recognized. There has always been prestige associated with being a member.



Campaign Architecture:

The association had us develop a branded site where members go to order certificates recognizing their years of membership. HBP developed a personalized landing page that provides the members a certificate that they can review, update and then order for print.

The association provides HBP data files with member's information and their years of service each month. We generate variable data postcards and emails that go out to the list of members that are being recognized that month. The members then use the Personal URL on the postcard or email to access and order their certificate online.

Target Audience:

This organization has very technical and highly educated members and knows how important it is to appreciate and recognize them. This program has been an excellent way to show member appreciation and give them something they are proud to display. We are now looking at doing it for their one year members.