



## CASE STUDY

### Association of Clinical Research Professionals (ACRP)

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#### About

In 2005, APPI, the Academy of Pharmaceutical Physicians and Investigators, joined with ACRP, the Association for Clinical Research Professionals, to become one unified, global organization bringing physicians and researchers together.

The Association of Clinical Research Professionals (ACRP) recognized a lapse in member renewals, and wanted to design and implement a campaign that would serve as a reminder to all members with an expiring membership, ultimately increasing renewal rates. ACRP connects their 20,000 plus members to one another through participation in targeted Education Courses, Conferences, E-learning, Chapters, Specialty Forums, and more. With so many benefits to offer, ACRP wanted to ensure frequent membership renewal.

#### Strategy

The ACRP renewal operation utilized a multi touch cross media campaign. A total of three campaigns have been completed to date; the first launched in 2007, the second in 2008, and the third in early 2009. The first campaign targeted lapsed members over a span of approximately nine months. The second campaign expanded the original time frame, and targeted lapsed members over a span of approximately two years. Renewal rates dropped a bit during the second campaign, so when the third campaign was launched, only lapsed members over a span of one year or less were targeted. Renewal rates rose once again. ACRP is currently in the process of developing a fourth campaign to be launched by the end of 2009.

The first three campaigns featured a personalized mail piece. Each of the three mail pieces differed in design. The third mail piece featured a personalized road sign that read, "Your Road to Success, <FirstName>!" The same mail piece will be used once more for the fourth campaign. A follow-up email blast was sent to all non-responders following the mailing of each mail piece. The email blasts mirrored the look of the direct mail piece, and were used to reinforce the direct mail piece. Inside the email was a link to each member's Personalized URL. A follow-up email will also be sent following the mailing for the fourth campaign.

#### Results

Campaign #1 (2007): There was a 4.74% response to the Personal URL. Over the span of the campaign, an additional 195 people renewed their membership to either ACRP or APPI, which is the equivalent to a 9.2% renewal rate.

Campaign #2 (2008): There was a 3.42% response to the Personal URL. Over the span of the campaign, an additional 404 people renewed their membership to either ACRP or APPI, which is the equivalent to a 4% renewal rate.

Campaign #3 (2009): There was a 3.21% response rate to the Personal URL. Over the span of the campaign, an additional 435 people renewed their membership to either ACRP or APPI, which is the equivalent to an 8% response rate.