



## CASE STUDY

### American Heart Association

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#### About

The American Heart Association's (AHA) mission is to build healthier lives, free of cardiovascular diseases and stroke. AHA works towards completing this mission by hosting their annual Scientific Sessions Conference Program. The focal point of this program is to "ensure it remains the premier cardiovascular conference in the world", according to Mariell Jessup, M.D., Chair of the Committee of Scientific Sessions Program. The AHA strives to attract as many people from the field of cardiovascular science as possible to this event.

#### Strategy

To promote the event, the Direct Marketing Alliance delivered a personalized postcard to the conference's targeted audience. This postcard encouraged people to register online to attend the annual event, as well as motivate non-members to join AHA and register for the Program. This was a variable project of incredible proportions. There were one hundred thirty six layers of variability stemming from seventeen different specialty tracks. Each of these segments represented a specific specialty track as identified by AHA. The Direct Marketing Alliance targeted each of these tracks with specific copy prepared exclusively for that particular area of interest.

The data was divided into two segments. The first set consisted of strictly nurses obtained from a rented data list. The second group consisted of people that attended last year's AHA Sessions Event. Overall, 22,757 postcards were mailed out.

Other personalized elements, including gender, professional specialty, and geographic location of the recipient were included on the postcard and personal URL. When a person accessed their PURL, additional personalized elements relating to their specialty were emphasized. Furthermore, turn-by-turn directions from their home to the conference location were included to encourage signups for the conference that lived within 100 miles of the event.

By accessing the PURL, postcard recipients enabled the Direct Marketing Alliance to track the behavior of those that were interested in attending the yearly conference, but had not yet registered.

Three days before the postcard was mailed, an email blast was sent out to each person scheduled to receive a mail piece. This email contained basic information about the event, the PURL, and a reminder to register. Follow-up emails were sent three days after the postcard was mailed out, and again nine days later. The second email blast gave another reminder and also contained the PURL. The third, and final, email blast contained the "last chance" message reminding the recipient to register for the event.



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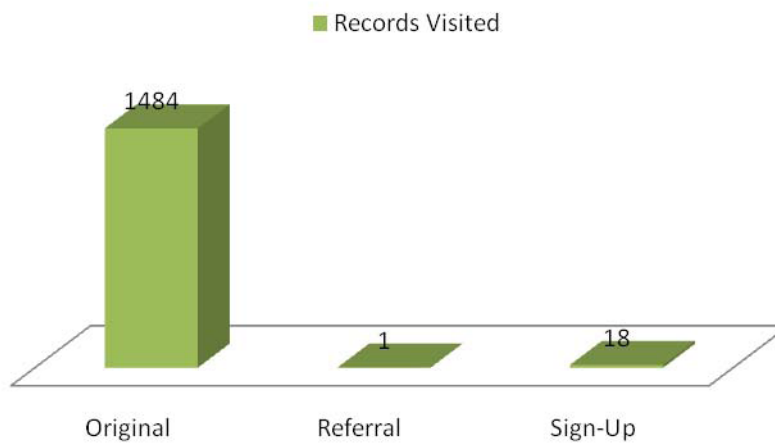
### Results

American Heart Association

<http://MyAHASessions.org>

Web Visits through 10/12/08 @ Midnight

### Records Visited



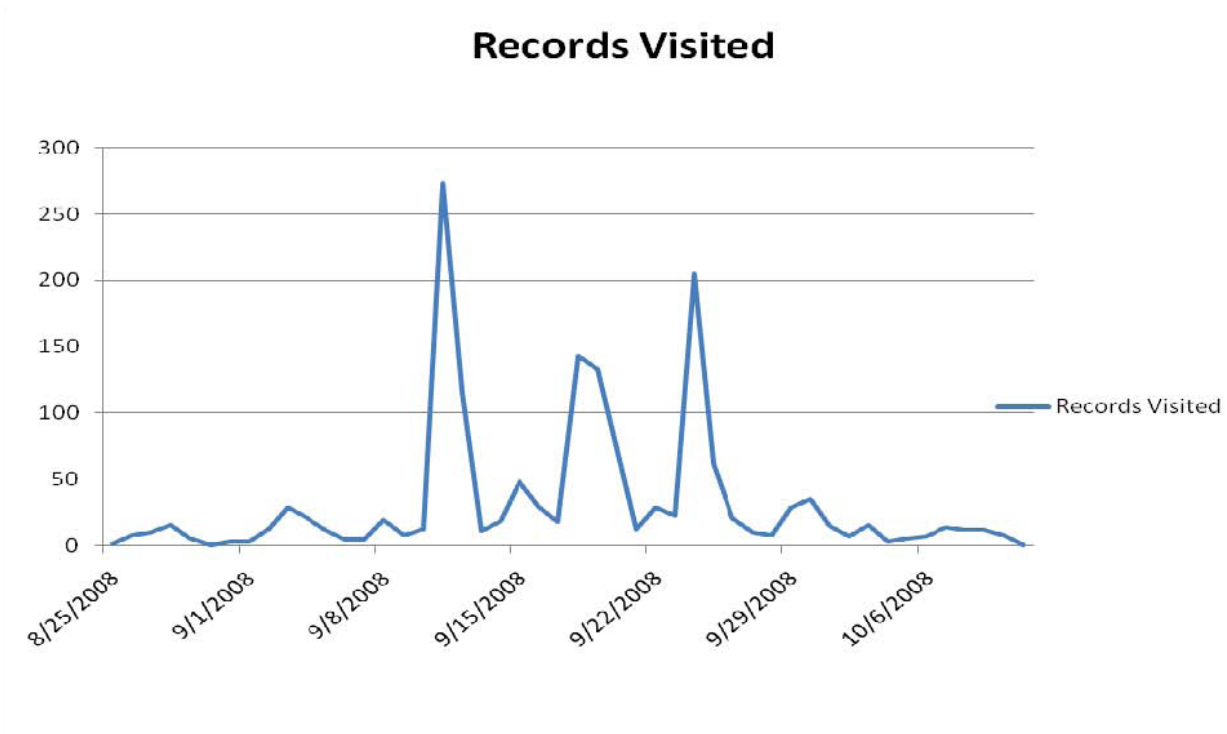
| VISIT TYPE | RECORDS VISITED |
|------------|-----------------|
| Original   | 1484            |
| Referral   | 1               |
| Sign-Up    | 18              |
| Total      | 1503            |



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### Records Visited



| VISIT DATE | RECORDS VISITED | COMMUNICATION DEVICE | VISIT DATE | RECORDS VISITED | COMMUNICATION DEVICE | VISIT DATE | RECORDS VISITED | COMMUNICATION DEVICE |
|------------|-----------------|----------------------|------------|-----------------|----------------------|------------|-----------------|----------------------|
| 8/25/2008  | 2               | Mail                 | 9/11/2008  | 279             | Email                | 9/28/2008  | 8               | Email                |
| 8/26/2008  | 8               | Mail                 | 9/12/2008  | 116             | Email                | 9/29/2008  | 29              | Email                |
| 8/27/2008  | 10              | Mail                 | 9/13/2008  | 11              | Email                | 9/30/2008  | 35              | Email                |
| 8/28/2008  | 16              | Mail                 | 9/14/2008  | 19              | Email                | 10/1/2008  | 15              | Email                |
| 8/29/2008  | 6               | Mail                 | 9/15/2008  | 49              | Email                | 10/2/2008  | 7               | Email                |
| 8/30/2008  | 1               | Mail                 | 9/16/2008  | 30              | Email                | 10/3/2008  | 16              | Email                |
| 8/31/2008  | 3               | Mail                 | 9/17/2008  | 18              | Email                |            |                 |                      |
| 9/1/2008   | 3               | Mail                 | 9/18/2008  | 143             | Email                |            |                 |                      |
| 9/2/2008   | 13              | Mail                 | 9/19/2008  | 133             | Email                |            |                 |                      |
| 9/3/2008   | 29              | Mail                 | 9/20/2008  | 13              | Email                |            |                 |                      |
| 9/4/2008   | 24              | Mail                 | 9/22/2008  | 29              | Email                |            |                 |                      |
| 9/5/2008   | 12              | Mail                 | 9/23/2008  | 23              | Email                |            |                 |                      |
| 9/6/2008   | 5               | Mail                 | 9/24/2008  | 205             | Email                |            |                 |                      |
| 9/7/2008   | 5               | Mail                 | 9/25/2008  | 62              | Email                |            |                 |                      |
| 9/8/2008   | 20              | Mail                 | 9/26/2008  | 21              | Email                |            |                 |                      |
| 9/9/2008   | 8               | Mail                 | 9/27/2008  | 10              | Email                |            |                 |                      |
| 9/10/2008  | 13              | Mail                 |            |                 |                      |            |                 |                      |



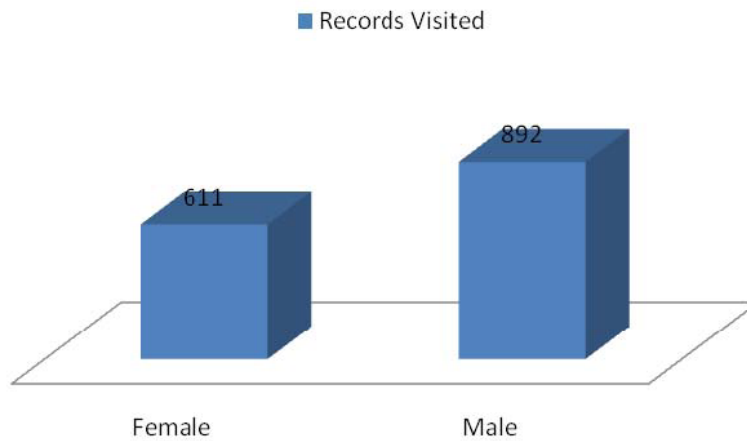
## CASE STUDY

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### Results

#### Records Visited



| VISITORS BY GENDER | RECORDS VISITED |
|--------------------|-----------------|
| Female             | 611             |
| Male               | 892             |
| Total              | 1503            |

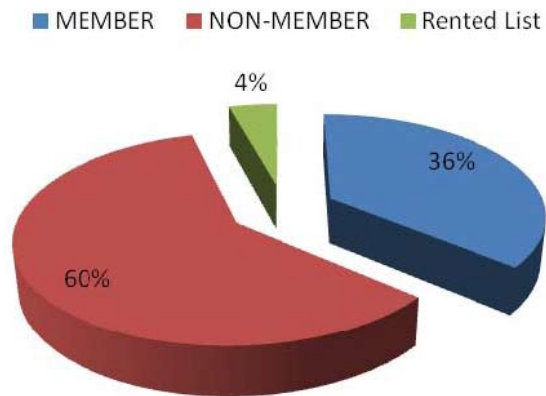


## CASE STUDY

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### Records Visited



| VISITORS BY MEMBER STATUS | RECORDS VISITED |
|---------------------------|-----------------|
| Member                    | 543             |
| Non-Member                | 896             |
| Rented List               | 64              |
| Total                     | 1503            |



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| VISITORS BY SPECIALTY   | RECORDS VISITED |
|-------------------------|-----------------|
| Biochemistry            | 79              |
| Biological Sciences     | 94              |
| Cardio-Thoracic Surgery | 136             |
| Cardiovascular Disease  | 24              |
| Cell Biology            | 114             |
| Diabetes & Metabolism   | 68              |
| Electrophysiology       | 84              |
| Endocrinology           | 31              |
| Epidemiology            | 53              |
| Heart Failure           | 141             |
| Internal Medicine       | 297             |
| Molecular Biology       | 91              |
| Pathology               | 32              |
| Pediatric Cardiology    | 119             |
| Pharmacology            | 75              |
| Rehabilitation/Exercise | 25              |
| Vascular Surgery        | 40              |
| Total                   | 1503            |



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| PAGE OR LINK ACCESS               | RECORDS VISITED | TOTAL HITS TO PAGE OR LINK |
|-----------------------------------|-----------------|----------------------------|
| Landing                           | 1503            | 2563                       |
| Contact                           | 42              | 58                         |
| Driving Directions                | 5               | 5                          |
| Housing                           | 392             | 690                        |
| Peers                             | 183             | 261                        |
| Refer A Friend                    | 6               | 9                          |
| Refer A Friend Thanks             | 3               | 3                          |
| regisNonMem                       | 404             | 766                        |
| Specialty                         | 326             | 465                        |
| Survey                            | 2               | 2                          |
| Travel                            | 232             | 350                        |
| Member Srvcs                      | 0               | 0                          |
| AcuteCoronarySynds                | 14              | 17                         |
| CardiacAndVascularSignaling       | 21              | 23                         |
| CardiacDevGeneMolecularBio        | 13              | 14                         |
| CardiopulAndCritCare              | 10              | 10                         |
| CardiorenPhysioPathophysio        | 7               | 7                          |
| Congenital                        | 12              | 16                         |
| cvImagingEchoExerMRICT            | 11              | 11                         |
| cvSurgeryCoroArtDisValveTrans     | 18              | 18                         |
| Electrophysiology                 | 25              | 25                         |
| Epidemiology                      | 12              | 13                         |
| GeneralBasicScience               | 13              | 14                         |
| GeneralClinicalScience            | 0               | 0                          |
| GeneralPopScience                 | 6               | 6                          |
| HealthPolicyOutcomesResr          | 12              | 13                         |
| HeartFailure                      | 22              | 23                         |
| HumanGeneCardioDisTherapy         | 9               | 9                          |
| Hypertension                      | 10              | 11                         |
| HypertensionExperimental          | 9               | 9                          |
| Is1678HotelMapList                | 148             | 213                        |
| MyocardialIschemia                | 0               | 0                          |
| MyocarFuncMetabVentrFunc          | 13              | 13                         |
| Pad                               | 7               | 7                          |
| Pediatric                         | 15              | 22                         |
| Prevention                        | 10              | 10                         |
| PulmonaryVentCircAndInjury        | 3               | 3                          |
| Stroke                            | 8               | 8                          |
| TranslationalScience              | 16              | 16                         |
| VascBioAtheroHemoLipidMetab       | 22              | 24                         |
| CardiovascularNursing2008         | 15              | 18                         |
| ClinicalElectrophysiology2008     | 11              | 14                         |
| Interventional2008                | 8               | 11                         |
| ResuscitationScienceSymposium2008 | 8               | 10                         |
| EM246                             | 415             | 870                        |
| www.scientificsessions.org        | 4               | 4                          |
| Movies_WhyAttend                  | 11              | 13                         |
| Movies_WhyExhibits                | 1               | 1                          |
| Movies_WhyNewOrleans              | 3               | 3                          |
| Movies_WhyProMember               | 4               | 4                          |