

Streamworks Response Insights™

A Practical Approach to Direct Mail Testing & Performance Insights

Direct mail performance is influenced by many factors working together. Audience selection, offer strategy, call to action, messaging, creative, personalization, timing, and package design can all contribute to campaign performance.

While traditional A/B testing has long been considered the ideal method for isolating variables, real-world marketing constraints often make that approach difficult to execute at scale.

The Challenge with Traditional Testing

Testing every variable independently can quickly become impractical due to several factors. As a result, many marketers are forced to limit testing opportunities or rely on assumptions when making campaign decisions.

Testing Factors:

- Budget Limitations
- Production Timelines
- Postage Costs
- Available Mail Volume
- Operational Complexity

A More Practical Testing Model

Streamworks Response Insights™ was developed to help marketers take a more practical and scalable approach to direct mail testing.

By using structured testing models and response analysis, marketers can evaluate strategically selected combinations of variables to uncover meaningful performance trends without the complexity and expense of exhaustive testing.



How Response Insights™ Helps

Streamworks Response Insights™ uses a mathematical approach to direct mail testing, helping marketers identify potentially favorable variable combinations without the cost and complexity of testing every possible scenario independently.

The Goal Is To:

- Narrow Testing Options
- Reduce Time & Expense
- Identify Meaningful Performance Trends
- Support Smarter Campaign Decisions
- Develop Stronger Future Control Packages

Smarter Testing. Better Insights.

Response Insights™ helps marketers move beyond isolated testing models toward a more efficient process for evaluating, learning, and improving direct mail performance over time.



Here Is How It Works

Traditional A/B testing is designed to isolate a single variable at a time. While effective in theory, this approach can become expensive and time-consuming when multiple variables need to be evaluated within a live campaign. As more variables are introduced, the number of possible test combinations grows rapidly.

For Example, Direct Mail Performance May Be Influenced By:

- Audience Segment
- Offer or CTA
- Messaging or Headline
- Creative Format
- Personalization Strategy
- Reply Device
- QR Code Placement
- Package Design

Traditional Full Combination Testing

Creative	Offer	Audience	Creative	Offer	Audience
A	1	X	B	1	Y
A	1	Y	B	2	X
A	2	X	B	2	Y
A	2	Y			
B	1	X			

Testing Every Possible Combination Can Quickly Create:

- More Production Versions
- Higher Print & Postage Costs
- Increased Operational Complexity
- Larger Required Mail Quantities
- Longer Campaign Timelines

Multi-Variable Testing Approach

Rather than testing every possible combination independently, Response Insights™ helps marketers evaluate strategically selected test cells designed to uncover meaningful performance trends more efficiently. This structured approach helps narrow testing options while reducing unnecessary complexity and cost.

Test Cell	Creative	Offer	Audience
1	A	1	X
2	A	2	Y
3	B	1	Y
4	B	2	X

The Goal Is More Strategic Learning

Response Insights™ uses regression modeling to identify meaningful performance patterns across multiple campaign variables simultaneously. The result is a more analytical and scalable approach to direct mail testing and performance optimization.

This Analytical Approach Helps Marketers:

- Evaluate Multiple Variables Within a Single Campaign
- Identify Potentially Favorable Variable Combinations
- Reduce Unnecessary Testing Complexity & Cost
- Narrow Future Testing Priorities
- Make More Informed Campaign Decisions
- Support the Development of Stronger Future Control Packages

Direct Mail Performance is Rarely Driven by a Single Variable

Contact Streamworks today to learn how Response Insights™ can help support a more strategic approach to testing, uncover meaningful performance trends, and guide the development of stronger future control packages.



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