

Strategic Business Analysis

Receiver Reaction

A Receiver Reaction is a research study designed primarily to measure the impact of direct-to-consumer marketing initiatives. The study can also be used to understand the effects of communication associated with DRTV, sampling programs, newsletters, loyalty programs, customer service calls and billing systems.

A Receiver Reaction should be used as an early indicator of program performance, enabling mid-course correction for a program in progress or redesign of a periodic repeated program. As such, the deliverable is a valuable tool in the ongoing development of overall business and communication strategy.

Methodology

Information derived from a Receiver Reaction study is most often obtained via a 5-7 minute telephone interview. Recipients of direct communication are contacted 7-10 days after an estimated "in-home" date has been established. The telephone interview is typically designed to collect information that allows measurement of the following communication elements:

- Recall Rate—ability to remember the communication piece
- Recall Benefit—ability to convey the intended message
- Level of Engagement—readership and disposition
- Likes/Dislikes—impact of the creative element
- Intent to Respond—level of influence on the recipient
- Attitudinal Shift—recipient's opinion of the brand/offer after communication
- Demographic Profile—comparison of positive and negative responders