RESPONSE RATES: EMAIL 25% DIRECT MAIL 55%

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DANISH CANCER CAMPAIGN LOTTERY

The Danish Cancer Campaign tested the effectiveness of direct mail versus email in an attempt to boost their charity lottery participation.

"In the words of the report of this campaign, Direct mail signals care, trustworthiness and seriousness. Since it is considered personal, it is a media well-suited to charitable lotteries."

RECALL: EMAIL 25% DIRECT MAIL 55%

OPEN MAIL

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