

THE MARKETING COMPASS

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Insights to Help Guide You to True Marketing Intelligence from Ruf Strategic Solutions

Ambassador Tours — Celebrating 50 Years with a Win-Win

Since 1955, Ambassador Tours has been helping people make their dreams of exploring the world come true. Much like Ruf Strategic Solutions, as a family business, the Pollard's have focused on providing superior value and service to their customers. Gary Pollard, the son of the founder and now president of Ambassador Tours, first came to Ruf in response to a direct mail piece he received. Now, as one of Ruf's most treasured advocates, he tells his story on how he utilizes Ruf's TRAVELYTICSSM services...

Like most executives of a company that has been around for 50 years, I'm always looking for better ways to market my business — Ambassador Tours, the leader in vacation travel. We had not been doing much of anything in the way of database marketing until I learned about the target marketing services offered by Ruf.

We had accumulated some 180,000 customer records over the course of about 20 years. Under Ruf's guidance and using their expertise, we cleansed, profiled and modeled these records. Ultimately, we appended Ruf's household clusters to 85,000 of these records, and segmented them by the number of

by Gary M. Pollard, CTC

Gary M. Pollard, CTC, is president of Ambassador Tours and a recognized leader in travel and tourism. He has served on numerous advisory boards, is highly respected by his peers and is an acknowledged expert throughout the travel industry.



bookings and types of products. With this intelligence, we have been able to target mailings to existing customers and prospect for new customers. What I like about their clustering system is that it eliminates most of the intuitive guess-

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Travel Marketers Can Gain Actionable Marketing Intelligence Through the Right CRM Solution

by Terry Berggren

It's not enough for a CRM solution to capture and display data about your visitors. For this data to be of any true value, it needs to be actionable. That means the data has to be current and complete, and you need to be able to sort, combine and view it in whatever ways make it meaningful to you. Additional benefit can be obtained if you can:

- Perform customer profiling and segmentation to better understand your customers.
- Track advertising, direct mail, telemarketing and email responses and sales to maximize your advertising and marketing placements.
- Interface directly to a universe of U.S. businesses and consumer targets as well as customer-cloning capabilities that enable prospecting to "qualified" prospects.
- Integrate all your customer interactions (call center, email, web, fulfillment, etc.) into one seamless database to gain a complete picture of your marketing efforts and improve strategic decision making. The Delta Queen Steamboat

With 20 years of leadership experience, Terry Berggren, director of destination marketing for Ruf, is recognized as a marketing expert by organizations around the country, including the Travel Industry Association and the American Resort Development Association.



Company (DQSC) is working to maximize the ROI from their marketing efforts through an online CRM system of this nature. Offering themed cruises, the DQSC has traditionally marketed to a mature, nostalgic audience. However, in recent years, the company has recognized the growing need for more multi-generational marketing.

To accomplish this marketing make-over, the DQSC has set out on an aggressive marketing campaign

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that includes direct mail, advertising and past passenger newsletters as well as education seminars for travel agents. One of the key challenges the DQSC faces is how to track and manage these campaign components, particularly the direct mail. The company can't afford a lot of waste. Decision makers need to know what's working and what isn't.

Through dynamic online reporting and tracking, DQSC executives and administrators can:

- Drill into campaigns by offer, date of mailing, geography, demography, lifestyle preferences, and other specified variables.
- See what offer was sent, to which audiences, and when.
- Track responses generated, including brochure requests and bookings.
- Obtain online reports showing the costs of each piece, conversion rates, and revenue generated.

“Now, we can test to determine what truly works best. We will be able to get rid of the 'I think' and 'maybe' and get to the real numbers.”

— *Mike Waldron,*
vice president of marketing
for the Delta Queen
Steamboat Company

The Orlando/Orange County Convention and Visitors Bureau is another organization seeking to better understand their prospective visitors or inquiries. For example, they want to know which media is producing the greatest response and what activities visitors may be interested in when visiting. The bureau also wants to improve its ability to accurately track email campaigns.

In addition, the Orlando CVB needs a high-level of accountability in order to ensure eligibility for funding. Utilizing the real-time intelligence available through their new online CRM, the Orlando CVB can:

- Produce multi-dimensional reports on inquiry and visitor data.
- Segment the market, defining more finite targets and customizing marketing messages.
- Determine advertising and email effectiveness.
- Track and measure the return on investments.

“This cutting-edge technology will enable us to make better and more timely strategic and tactical decisions.”

— *Peter Cranis,*
vice president of consumer
marketing for the
Orlando/Orange County
Convention and Visitors Bureau

Both the DQSC and the Orlando CVB have discovered the power of Ruf's online CRM solution, NAVIGATORSM. This solution offers marketers a dynamic suite of tools for tracking, reporting, and management of all their direct marketing and customer relationship efforts. Unlike other CRM products, NAVIGATOR does not require any special software nor a huge capital investment to deploy and use.

“The level of detail we are seeing now is like nothing we have ever had before. I'm absolutely knocked out!”

— *Mary Pax,*
director of marketing research
for the Delta Queen
Steamboat Company

NAVIGATOR provides point-and-click access to a wealth of marketing intelligence from any Internet-enabled computer anytime, anywhere. This solution incorporates all of Ruf's statistical, analytical and database tools, including Ruf's household clusters, business clusters, data warehouse, and email-response tracking. Customized to meet each company's needs, NAVIGATOR provides real-time campaign monitoring, helping a company to react to market changes at the click of a button and enabling organizations to maximize marketing ROI. ☑

If you would prefer to receive this quarterly newsletter electronically, simply send an email to solutions@ruf.com with “Email me the newsletter” in the subject line. We'll email you a copy of this one and all future issues.



THE MARKETING COMPASS

Published to provide news, innovative ideas, practical tips, and tools to enhance the strategic advantage of our clients and friends.
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Ruf Strategic Solutions delivers a full suite of marketing and business intelligence solutions designed to help organizations acquire new customers, retain existing customers, and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions has been helping organizations maximize the return on their marketing investment through superior customer intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools, and 30 years of expertise empowers organizations with truly actionable and measurable intelligence.

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Celebrating with a Win-Win *continued from page 1*

work out and allows us to target market much easier. It's like using a laser pointer rather than a floodlight.

Over the last year, my company has purchased 7 prospect lists using Ruf's household-level clusters and we have created 23 different direct mail pieces. One of these recent mailings has been to promote Ambassador Tours' 50th Anniversary Cruise. We mailed to about 5,000 of our existing customers, selected based on the top performing clusters from the customer profiling Ruf performed for us. We generated an amazing 150 bookings for a 15-day luxury cruise of the Hawaiian Islands. This 3%

response is tremendous for this type of mailing!

I'm working with cruise lines and other agencies to help Ambassador Tours and these suppliers better market their offers and tours. By obtaining a cluster profile on their customer files, we can match the demographic, behavior and lifestyle propensities, as well as the geographic preferences, of their best customers to the clusters appended to my customer file.

The benefit is that our suppliers will identify the top performing household clusters in their files and I can identify the "look-a-likes" in my file, enabling us to

market their tours to the best customers in both of our files - a win-win situation!

As time goes on and I continue to better understand my customers and grow my business, I'm looking forward to developing markets in areas not so well known by traditional travel marketers.

Working with Ruf has been a pure delight. It's a family company, just like mine, which brings a sense of loyalty and honesty that you just don't find everywhere. I feel as though I've been brought into their fold. I think we both recognize the growth opportunities the other presents. It's a win-win situation. ☺

New Partnership Increases the Value of Ruf's Lists

by Eric Ruf

Acquiring new travelers can be a daunting task in today's competitive marketing environment. The limited prospect universe offered by response lists has been overly saturated. New privacy legislation threatens the very availability of response names as well as behavior data. The demand now, more than ever, is to find new and more effective ways of prospecting.

In order to better meet this need, Ruf has formed a strategic alliance with D.K. Shifflet & Associates, Ltd. (DKS&A), the recognized leader in U.S. travel research. This alliance will provide travel marketers with the best travel data from DKS&A and the best travel analytics from Ruf for the most predictive travel intelligence available.

DKS&A specializes in market research in all sectors of the travel industry. In business since 1982, the company has accumulated a comprehensive database on brands by sector and traveler type. This data can be utilized to assist organizations in determining competitive hotel and airline positioning, destination visitation, economic impact of tourism, and investment potential of tourism projects. DKS&A monitors U.S. travel over time by conducting large scale,

projectable, monthly, syndicated traveler surveys.

Ruf, utilizing our 30 years of database marketing and statistical modeling expertise, has incorporated DKS&A's data into a series of premium list selection models from within our TRAVEL TARGETSSM product group. These DKS&A premium selects are called TRAVEL TARGETS GOLD. This leading-edge solution has been created by applying Ruf's powerful analytics to information compiled from census demographics, national household lists and research data. TRAVEL TARGETS GOLD offers propensity selects on a vast range of travelers' brand and activity behaviors, enabling travel marketers to identify superior candidates for their messages.

Travel marketers can choose from a variety of travel categories, mixing and matching as needed, and combining demographics to obtain the greatest targeting power possible. The travel categories include:

- **Destinations** — Choose by country, region, city or theme park.
- **Travel Mode** — Choose by air, auto, bus, train or boat preferences, including the ability to choose each by brand.

Eric Ruf is the chief operating officer for Ruf. He is responsible for directing product development, fulfillment and corporate management. His analytical expertise and marketing savvy have served to make him an acknowledged leader in database marketing.



- **Hospitality** — Choose by brand and class (i.e., economy or luxury), timeshare, all-inclusive resorts, cruises, and more.
- **Activity** — Choose from a wide variety of activity preferences, including adventure, culture, sport, shopping and business.
- **Travel Value** — Choose by the average length of stay, dollars spent, etc.
- **Seasonality** — Choose travelers who prefer traveling during peak seasons or shoulder seasons.
- **Media** — Choose by the media channels most likely to generate responses.

When it comes to understanding and predicting traveler behavior, the better the input data, the better the prediction. By forming alliances with premier data partners like DKS&A, Ruf continues to increase the value of services we can provide for our clients. ☺



New Business Development Efforts Expanded

Michael R. Mahoney has joined Ruf as a national account manager. He is responsible for generating and managing new sales and up-selling/cross selling to existing clients to help Ruf grow. Mike has over 10 years sales experience and over 5 years in direct marketing with infoUSA. He has won numerous sales awards and holds a bachelor of business administration with a major in marketing from the University of Nebraska at Omaha.



Brian Ruf Receives Awards for Exceptional Service

Brian Ruf, CIO, was given the President's Award by the Travel and Tourism Research Association (TTRA) at this year's conference in June. Brian has served on the TTRA board of directors for the past three years. Scott Meis, president of TTRA, cited numerous contributions including the strong program of the 2005 conference and successful work as program chairman, as well as the work on the lifetime value analysis of TTRA members when presenting the award.



From left to right: Brian Ruf and Scott Meis.

Brian also received a service award from the University of Kansas Information Telecommunication Technology Center (ITTC) in April 2005. Tim Johnson, executive director of the ITTC, stated that they have come a long way in the last 10 years since Brian started working with them and serving on their advisory board.



From left to right: Tim Johnson and Brian Ruf.

Interested in working at Ruf?

Positions currently available include: National CRM sales executive and database marketing analyst. For more information, visit www.ruf.com/work.html.

Did You Know...?

Of the nearly 43 million U.S. visitors to Orlando in 2003, more than half were Florida residents. — according to the Orlando CVB (www.orlandoinfo.com)

A good reminder not to forget your home territory when planning your promotional campaigns.

Twenty Years of Service and Still Counting



Sharon Crozier celebrated 20 years of service at Ruf this spring. Sharon started at Ruf in 1985 as a receptionist. She was promoted to office manager in 1990 and then to job coordinator in 1995. In 1999, she transitioned to marketing as the marketing assistant. Her job has evolved over the last six years to encompass office manager, marketing coordinator, and company file guru. She has, due to her extensive knowledge of the workings of Ruf, become the "go-to" person at the company. Everyone knows that if you need something and don't know who to ask, ask Sharon.



From left to right: Jake Ruf, Kurt Ruf, Sharon Crozier, Sondra Ruf, Brian Ruf, and Eric Ruf.

You have undoubtedly been graced by her helpful smile and cheery attitude when stopping by or calling in.

Thanks, Sharon!
Give us at least five more years, please!!!

CenStates TTRA is Offering a Silent Auction at 26th Annual Conference

The 26th annual CenStates TTRA conference will be held in Overland Park, KS, at the Marriott Hotel. Overland Park is a suburb of Kansas City and a neighbor of Olathe, Ruf's home. One of the features of this year's conference will be a silent auction.

Terry Berggren, Ruf's director of destination marketing, is co-chairman for the event. Terry is encouraging those who plan to attend the conference to donate items or services for the auction. All proceeds will go towards making it possible for CenStates TTRA to continue to bring news of travel marketing and research to the travel industry in the Midwest.

And, while you're here, be sure to setup some time to visit Ruf's home office. It's a great opportunity to meet face-to-face with your Ruf team or learn more about the services Ruf has to offer.

You can contact Terry with any questions or to set a meeting — email terry@ruf.com or call 800-829-8544.