

AARP Services drives digital engagement with its H/L sector, to discount partner sites through Dex Direct's efforts.

## THE COMPANY

AARP has over 30 million members, with 1 million identified as Hispanic/Latino (H/L). AARP Services Inc. is the for-profit arm of AARP, and manages the member benefits and discounts programs.

## THE CHALLENGE

In the general market, members are statistically more likely to renew their membership if they engage with the discount providers. This program had not been specifically marketed to H/L members. Dex Direct was asked to increase engagement for that group.

## REQUIREMENTS

- **A Spanish language microsite needed to be created.** From our client's green light, there was a deadline of 5-weeks to create and launch the site.
- **Engagement improvement had to be measurable.**
- **AARP Services would not host the new Spanish language site.** Dex Direct had to trans-adapt code and host the new site.



## BUSINESS CHALLENGE

AARP Services, wanted to increase engagement with their Hispanic/Latino (H/L) member base. They knew that statistically, their overall member base was more likely to renew their membership if they engaged with the various discount/benefits' providers. The goal was to develop a program that would ultimately identify baseline H/L membership renewal rates in order to track improvement.

## DEX DIRECT'S SOLUTION

After a strategic evaluation, Dex Direct developed a roadmap to accomplish the goal of improved engagement from AARP's Hispanic/Latino members. This roadmap included:

**Development of a self sufficient Spanish language microsite.** Not all of the discount providers had Spanish language sites, so available discounts as described on the microsite had to be very clear and encourage click-thru.

**Segmentation Approach.** AARP Database held a wealth of information that was not being leveraged in targeting H/L members.

**Marketing Plan development.** There had to be a plan to drive the audience to the new microsite.

**Implementation of a Customer Relationship Management system (CRM).** This allowed for implementing and tracking multiple customer touches using multiple channels.

**Implementation of a Content Management System (CMS).** This made it easy to create information and later to update the information to keep it relevant to the user.

Specifically, the work was broken up into two phases. It was very important to AARP to launch the Spanish language site within their 5-week deadline, so Dex Direct focused there first. Dex Direct created and successfully implemented a two-phased plan.

## SOLUTION

Dex Direct designed and implemented a complete marketing program that included a Spanish language website and a launch direct mail piece. Phase 2 included market segmentation to allow for keener targeting, and development of a comprehensive, multi-channel CRM program.

## RESULTS

- 75% of visits to the site were from new visitors
- Visits to AARPdescuentos.com increased from under 1,000 visits to almost 6,000 visits in just one month.

## Phase one

- Inventory the existing AARPdiscounts.com site to identify the content and discount providers to feature on the microsite.
- Trans-adapt approximately 80% of the English-language site
- Gain copy/layout approval from AARP Services Inc. **AND** from all of the discount providers.
- Secure hosting and email platform vendors.
- Code the microsite and create the CMS.
- Audit the AARP Membership database to understand the variables available for analysis.
- Launch the site.
- Develop a launch direct mail to drive traffic to the newly-created site.

## Phase two

- Build a targeting segmentation model to enable: ranking, differentiation by needs, and messaging by segment
- Build a CRM engine for ongoing cadenced communications
- Develop a plan for maintaining, enhancing and evolving the site after the initial launch.

## INITIAL RESULTS

### Launch Direct Mail was Effective

- Visits to AARPdescuentos.com increased 330.5% after the DM package was mailed to approximately half of the 1M H/L members in the database.
  - Visits to AARPdescuentos.com increased from under 1,000 visits to almost 6,000 visits in one month.
- 75% of site visits were from new visitors after the DM package launched.
  - Return visits increased from 24% to 32% the following month.

## About Dex Direct

Dex Direct is a strategic alliance between RM Factory and the well-known established NY multi-cultural agency, d exposito & Partners, led by industry veteran, Daisy Exposito. This partnership brings together best of breed marketers covering every service offered under the multi-cultural and direct/digital umbrella in the B2C, B2B and B2G sectors.

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**For additional information on Dex Direct,  
please call 1-800-548-5099 extension 702.**



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