

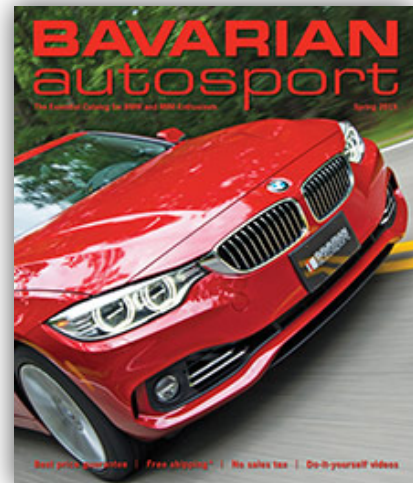


## NaviStone® Opens Direct Mail Prospecting for Niche Marketer Bavarian Autosport

Bavarian Autosport, the privately owned Portsmouth, NH, retailer of parts and accessories for BMWs and MINIs, faces unique marketing challenges as a very niche oriented company. Mailing results from traditional sources of catalog prospects, such as vertical lists and cooperative databases, have declined in recent years to the point that the company could no longer profitably mail to prospects. Because of the unique approach offered by NaviStone®, they decided to test an October 2015 mailing.

NaviStone® Prospecting allowed Bavarian Autosport to mail catalogs to their own website visitors. The results matched the sales per catalog they had experienced in the “old days” when prospecting used to work.

Traditional catalog prospect names, whether rented directly from other merchandisers, or through database cooperatives, rely on recent purchase history to identify potential buyers. This dynamic has the effect of creating a relatively small group of “uber catalog shoppers,” who are mailed over and over again by many companies.



Website visitors come from a rich variety of sources. As well, the fact that a visitor has decided to visit a particular company’s website indicates a level of interest, an intent to buy, not often found in traditional prospect lists. This is particularly significant for a company with a very tightly defined product category niche.

Jay MacNamee, Director of Marketing for Bavarian Autosport, sees strong potential in NaviStone® Prospecting: *“Because our market is both narrow and seasonal, these results are really encouraging,”* stated Mr. MacNamee. *“Our website visitors come to us with a purpose in mind. It makes sense that the NaviStone® data would perform in niche situations where traditional prospect sources do not. I see a great opportunity to expand this strategy in 2016.”*

Learn more about how NaviStone® is changing the way direct marketers find new customers at <http://www.navistone.com>.

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