Direct Mail Testing: Stamp vs Indicia

Why is this important?

- Using an indicia will save time, as it can be printed with the project's envelopes.
- A non-profit indicia will save money because there is a $0.05 charge per piece when using a live stamp.

Our Hypothesis

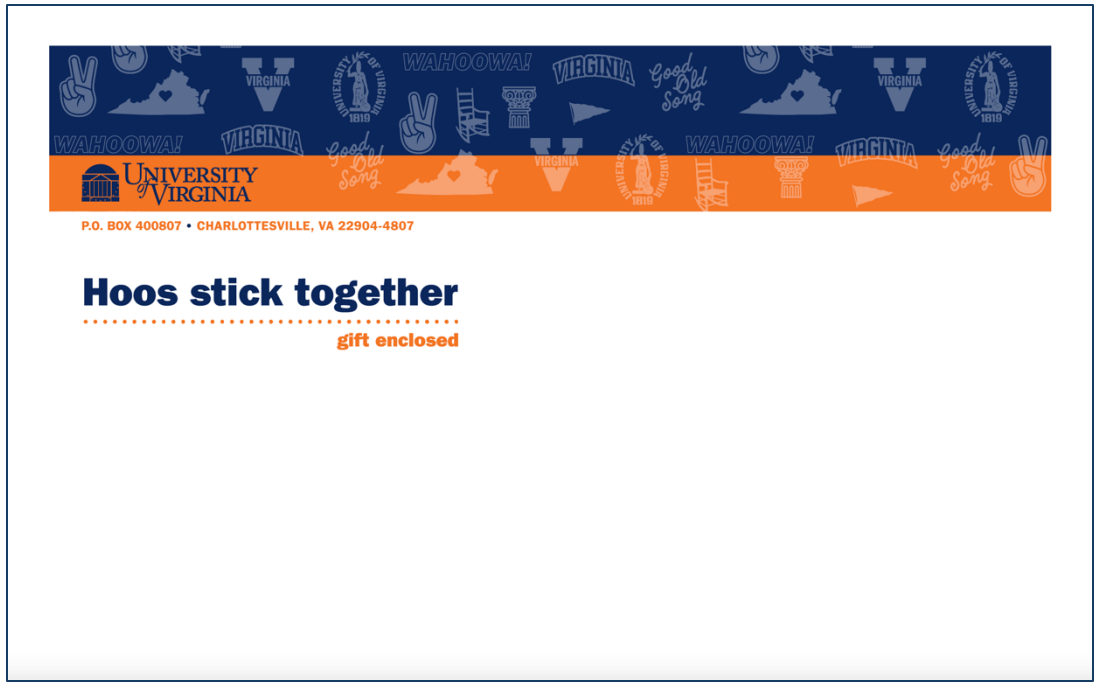
- A physical, non-profit stamp is more personal and performs better than an indica.

The Test

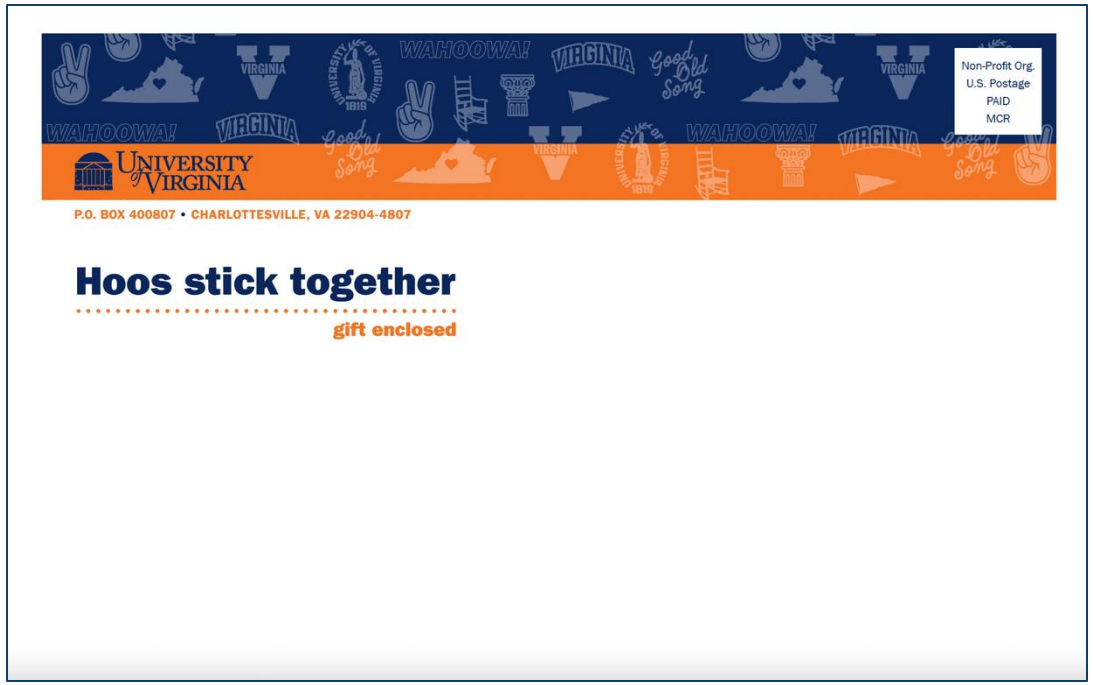
- In FY22 Q4 and FY23 Q1-Q3, we included A/B postage test segments in every pan-UVA mailing.
- NOTE: The same number of recipients was included in each test segment.
- NOTE: The same audience/donor type in each test segment.

Direct Mail Testing: Stamp vs Indicia

Non-Profit Stamp



Non-Profit Indicia



Direct Mail Testing: Stamp vs Indicia

Data & Results

Test	Mailing	Segment	Donors	Revenue	Avg. Gift	Winner	Revenue Difference
1	FY22 Q4 Tech Tag Mailing	Indicia	184	$53,267	$289	Indicia	59%
	FY22 Q4 Tech Tag Mailing	Stamp	146	$33,397	$229		
2	FY22 Q4 Spring Lapsed Reminder Mailing	Indicia	23	$1,711	$74	Stamp	111%
	FY22 Q4 Spring Lapsed Reminder Mailing	Stamp	25	$3,610	$144		
3	FY23 Q1 Thank You Mailing	Indicia	153	$35,140	$230	Stamp	40%
	FY23 Q1 Thank You Mailing	Stamp	124	$49,235	$397		
4	FY23 Q2 Fall Mailing	Indicia	638	$74,013	$116	Stamp	1%
	FY23 Q2 Fall Mailing	Stamp	589	$74,491	$126		
5	FY23 Q2 Fall Lapsed Reminder Mailing	Indicia	140	$50,275	$359	Indicia	63%
	FY23 Q2 Fall Lapsed Reminder Mailing	Stamp	136	$30,908	$227		

Our Conclusion

A non-profit indicia performs better – and is more time and cost efficient than a physical, non-profit stamp.

Test Totals	Revenue
Indicia	$214,406
Stamp	$191,641