

5 ways to boost the effectiveness of your next DIRECT MAIL CAMPAIGN

- 1 PINPOINT HOW FAST YOUR MESSAGE IS ARRIVING IN-HOME SO YOU CAN STRATEGIZE BETTER.** Intelligent Mail barcode tracking shows how rapidly your mail package is moving through the USPS system. Knowing your exact in-home date not only helps you analyze and reduce cycle times, but also helps with:
 - CUSTOMER SERVICE STAFFING** - If your offer will be fulfilled through a phone bank, live chat or email system, your customer service staff will need to be at full strength the day offers arrive in the mail. Pinpointing this timing will save you money and ensure superior service as new customers flood in with questions.
 - FOLLOW-UP TESTING** - What's the best day and time to send your second and third touch messages? Knowing your in-home date lets you test follow-ups that land at different intervals so you can make improvements with each successive campaign.
- 2 MEASURE THE TOTAL RESPONSE TO EACH CAMPAIGN YOU SEND.** Use UNIQUE "800" NUMBERS for each campaign and count total call volume. Even if calls don't call end in sales, you've had a positive interaction and gathered data for future follow-up.
 - USE PROMO CODES AND UNIQUE EMAIL ADDRESSES** in the same way. Every touch with a potential new customer has value, so track every interaction. **TRACK WEB TRAFFIC** on pages related to your offer and bank that data for future campaigns.
- 3 TAKE FULL ADVANTAGE OF PRINT AS A RETARGETING TOOL.** You're already using digital retargeting. But have you tried print yet? It's powerful! Imagine **SENDING A POSTCARD TO CUSTOMERS** within 3 days of them visiting your website. Our proprietary software matches IP addresses with physical mailing addresses and other attributes, shipping out a highly relevant offer. Even better, print lets you add brilliant color and photos, bold formats, even texture and scent – all of which can send response rates soaring!
- 4 MAKE SURE YOUR OFFER IS IRRESISTIBLE.** Speaking of print ... are you taking full advantage of everything it can do that web and social can't? Study after study shows that customers **LOVE** the sensory appeal of photos, graphics and other features they find only in print. And with all the innovative new formats our design team have ready for you, it's the best way to add impact and excitement to the mix. **WANNA TEST IT?** Our digital presses let you send small-scale mailings that rival the look and feel of full-run campaigns. You can measure how customers respond and tweak your package for maximum results before going big.
- 5 LISTEN TO WHAT YOUR CUSTOMER DATA IS TRYING TO TELL YOU.** Are you buying lists based on what you assume are the right customer attributes? That's one way to do things. But what if you actually studied your best customers to see what they have in common – and used that data to find a whole new cohort of customers? That's the magic of **PREDICTIVE MODELING**, and we're helping clients achieve double-digit lifts in response numbers with this proven technique. We're ready to do the same for you!