

The Direct Mail Cheat Sheet

AUDIENCE TARGETING/ SEGMENTATION

Build highly targeted audiences for your campaigns to increase response and conversions.

- Target ready-to-buy consumers
- Append existing data with USPS-verified postal addresses plus demographic information
- Identify new prospects and leads to expand reach and drive

Use prospect and customer attributes to segment campaigns using:

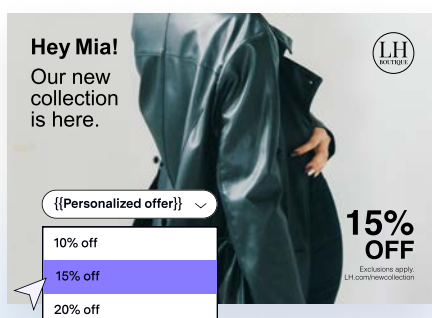
- Behavior and purchase history
- Engagement level
- Interests and preferences
- Demographics

AUTOMATION

Over half of marketers use a technology platform to execute direct mail campaigns. Automation platforms enable you to:

- Execute direct mail campaigns at any frequency and scale, from one to millions
- Create and send campaigns in days, not weeks or months
- Schedule ahead, send last-minute, or trigger campaigns based on customer behaviors or events
- Predict and forecast costs with flat-rate pricing
- Mitigate delays and issues using a nationwide Print Delivery Network
- Track every step of a direct mail piece's journey from print to delivery

DATA INTEGRATIONS



Data integrations can be used to:

- Send the right message at the right time with custom triggers:
 - Events (making a purchase, subscribing to a newsletter)
 - Dates (birthdays, anniversaries, subscription renewals)
 - Segments (Inactive users, churn risk, etc.)
- Personalize campaigns to maximize conversion
- Segment your audience to send more targeted mail pieces
- Track and attribute revenue from direct mail campaigns
- Analyze results and ROI

INTEGRATIONS

Supercharge your direct mail campaigns with powerful integrations.



customer.io



ITERABLE



LiftEngine



Marketo

Optimotive

— Web Services —



Podio



salesforce



Simon

zapier

and more!

PERSONALIZATION

68%

of consumers are more likely to engage with a brand's message when personalized.

Go beyond a recipient's name and personalize direct mail campaigns based on:

- Behaviors (website visits, last log in date, prior purchases)
- Demographics (gender, age, marital status, family size, occupation, educational level, linguistic background, income level, ownerships)
- Geolocation (address - proximity to local locations)

SUSTAINABILITY

58%

of consumers agree they are more likely to purchase from a brand that prioritizes sustainability.

Send more sustainable mail when you:

- Ensure campaigns are carbon neutral
- Build ESG accountability into every campaign
- Use responsibly sourced raw materials to minimize footprint
- Use paper stock with post-consumer waste (PCW) pulp fiber

OPTIMIZATION

Over three-quarters of marketers agree that direct mail delivers the best ROI, response, and conversion rates.

Optimize your campaigns for performance by:

- A/B testing
- Cohort testing
- Multivariate testing
- Iterate as you go
- Apply learnings to future campaigns

SECURITY AND COMPLIANCE

Controls and processes that protect your direct mail data are critical.

Choose a provider that has:

- Industry-leading security trusted by Fortune 500 companies
- SOC 2 Type 2 and HIPAA
- General Data Protection Regulation (GDPR)

TRACKING/ATTRIBUTION

Nearly half of marketers measure conversion using customer activity within a time period and QR codes.

Use these easy to implement tactics for tracking and campaign attribution:

Data integrations can be used to:

- QR codes
- Personalized URLs
- UTM parameters

