



Direct Mail Secret Sauce

Dos and Don'ts

Savvy marketers know that direct mail is more powerful than ever, especially for microtargeting new customers and deepening relationships with existing ones. But up until now, direct mail has been both time- and resource-intensive -- and hard to track the ROI.

In this infographic, we'll share the secret sauce to direct mail with a series of dos and don'ts to make your direct mail as effective as possible to drive more customer lifetime value.



Explore effective ways to personalize your direct mail, including QR codes and referring to previous interactions with your brand. Personalization can remind people of the positive experiences they had with your brand, making them more likely to engage again.

Track your direct mail so you know it reaches all intended recipients. Then, you can use tracking data to measure how many people actually respond and how long it takes for them to engage with your brand after getting your mailpiece.

Verify addresses so you don't waste time and money on direct mail that never reaches the right person or household. The right technology will do the work for you.

Maximize the performance of every direct mail campaign by testing a multitude of form factors, images, colors and, content.

Automate and trigger direct mail to get better results from all of your marketing strategies. For example, you might start sending direct mail to your e-commerce customers. Direct mail has a better chance of converting with people who want to do business with you.

Partner with a tech-driven service that can make your direct mail more efficient using automation to simplify your workflows. Lob's APIs scale to help grow your business while controlling costs.



Personalize messages by only addressing people by their first names or using a term like "occupant." There are many ways to personalize beyond just using the first name. If you have to use "occupant" that's not personalized.

Trust that mail delivery services can provide accurate, real-time mail tracking, especially for large direct mail campaigns. Everyone has received mail intended for someone else, so you know that some of your mailpieces will go to the wrong addresses.

Assume that consumers provide complete and accurate addresses. Verify addresses before you send your campaign. Ideally, you should standardize all addresses to improve accuracy and on-time delivery.

Commit to direct mail without developing a timetable that will help optimize your results. Nothing is worse than a mailpiece that arrives after a promotion or time-sensitive offer ends.

Don't rely on emails to replace direct mail. As recently as May 2020, more than half of emails were labeled as spam, which means they probably never reached their recipients. Companies have learned ways to avoid spam filters, but 45% of emails still got caught in spam in March 2021.

Make the mistake of believing you can get optimal results through guesswork. The data collection, designing, writing, printing, and delivery services add to the expense of your direct mail campaigns. With technology on your side, you can increase conversions, grow your brand awareness, and make the process more efficient.

What's the Lob secret sauce?

With Lob, the leader in direct mail technology, you can design, print, target, segment, send, and track direct mail, making it faster and more efficient to get the right message to the right person at the right time.

[Sign up today](#)

Sources:

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