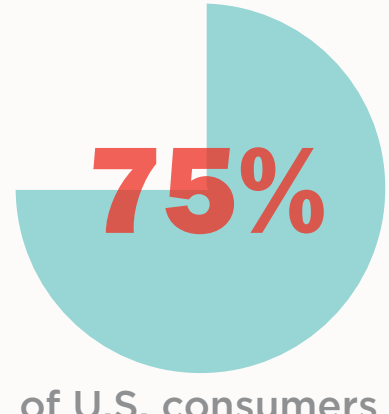
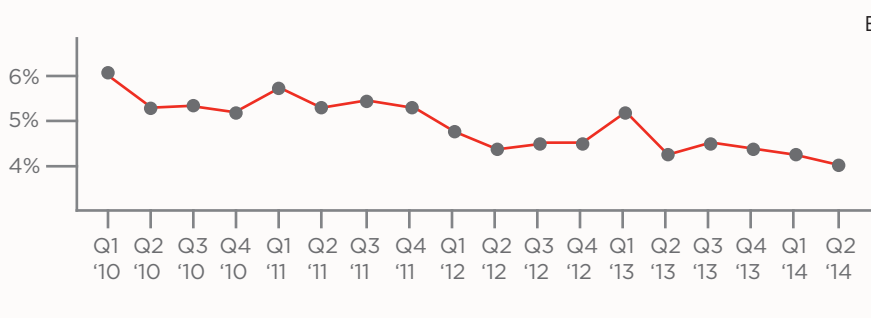
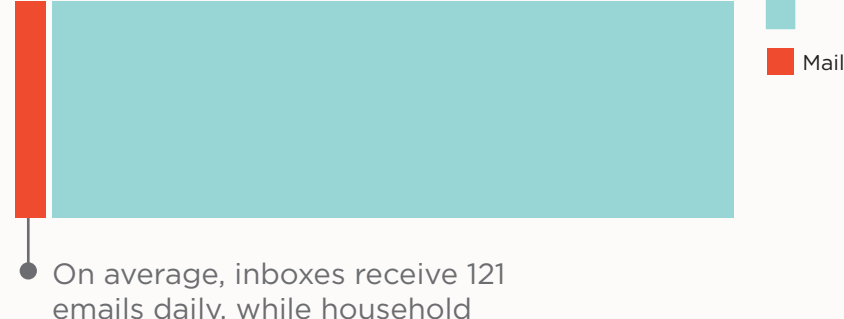
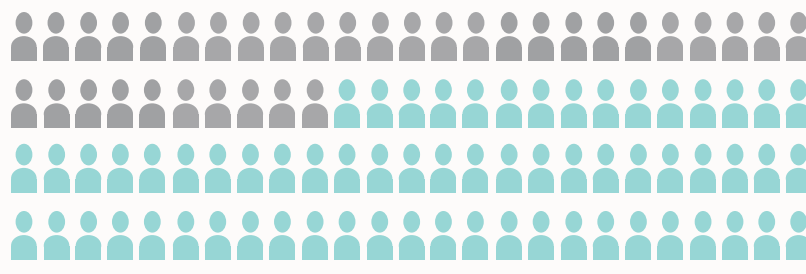
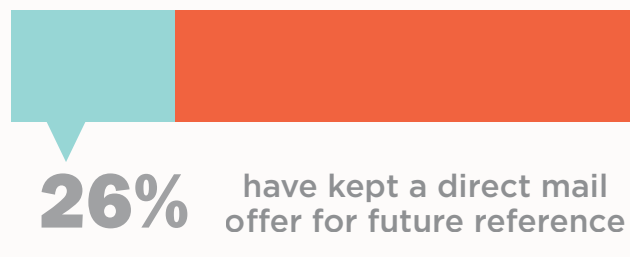
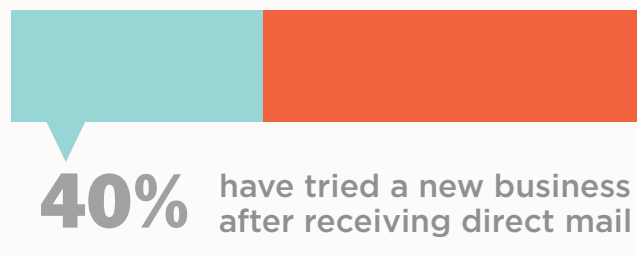
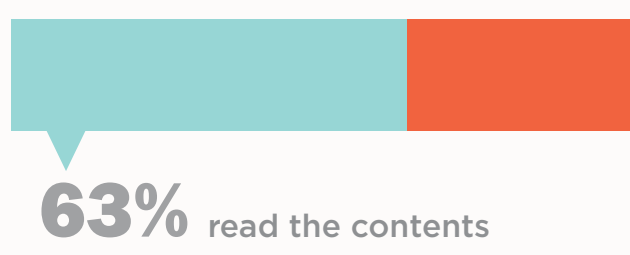


THE CASE FOR DIRECT MAIL IN A DIGITAL MARKETING WORLD

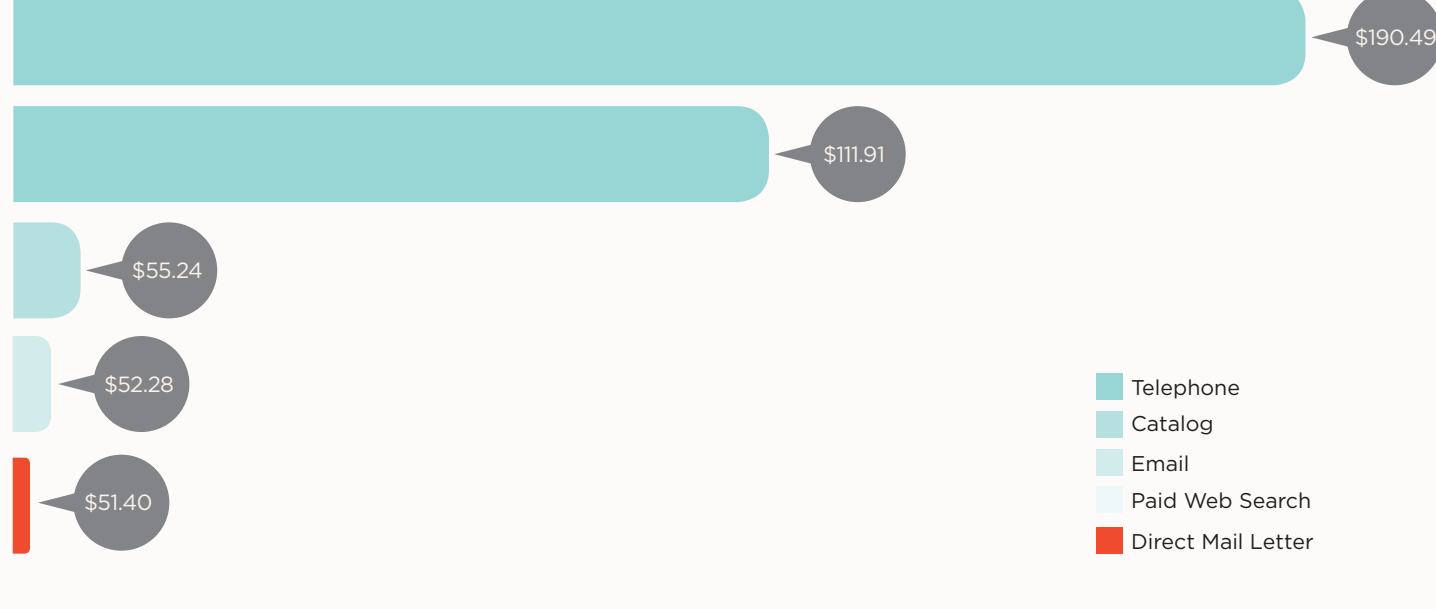
EMAIL IS QUICKLY BECOMING AN OVERSATURATED DIRECT MARKETING CHANNEL



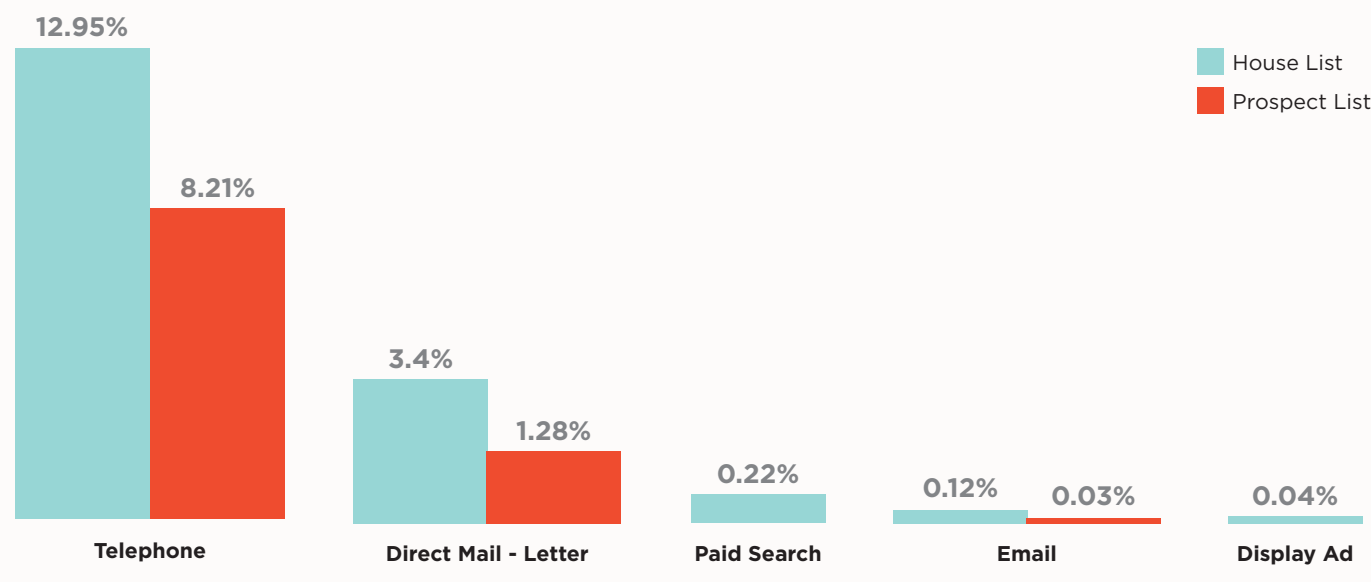
DESPITE THE GROWTH OF DIGITAL MARKETING, TRADITIONAL MAIL IS STILL WELL-RECEIVED BY CONSUMERS



AND IT'S STILL EFFECTIVE: DIRECT MAIL HAS THE LOWEST COST PER LEAD OF ANY DIRECT RESPONSE CHANNEL

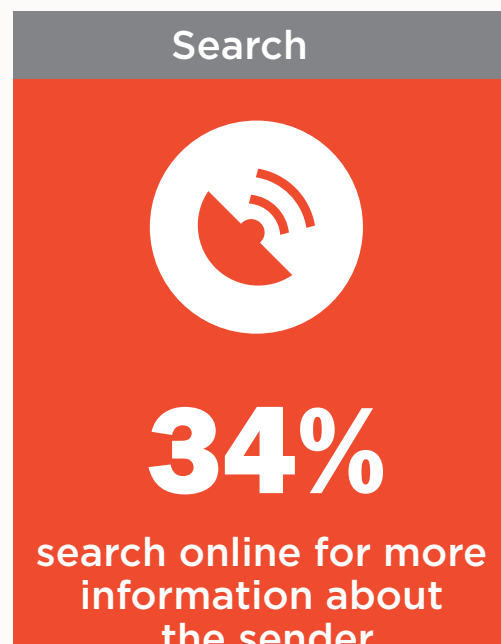
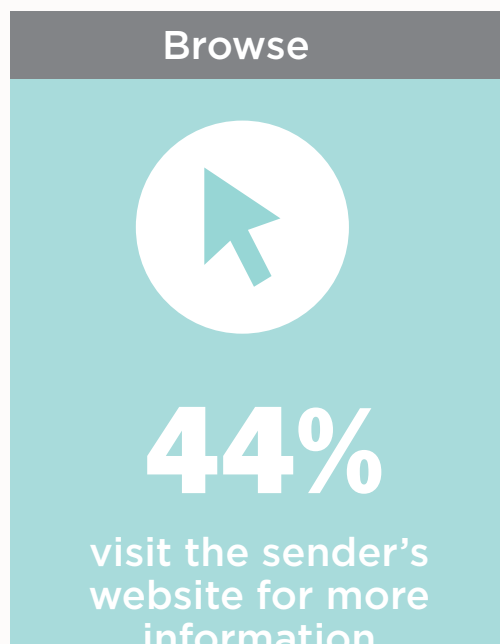


DIRECT MAIL RANKS SECOND AMONG DIRECT RESPONSE CHANNELS BY AVERAGE RESPONSE RATE



AND IT'S AN EFFECTIVE PART OF AN INTEGRATED, MULT-CHANNEL DIRECT RESPONSE STRATEGY

Of consumers that receive a direct mail offer in the mail...



HOW IS MODERN TECHNOLOGY BEING LEVERAGED TO IMPROVE THE ROI OF TRADITIONAL DIRECT MAIL?

Personalization

Best-practice direct mail provides personalization that goes far beyond a bespoke salutation. Emerging variable print and database management technology enables quick, efficient customization of nearly any part of a piece - messaging, imagery, graphic elements, offer, or response channel - based upon the recipient's demographic or purchase behavior. And tailoring your message pays off: personalized direct mail ROI is nearly 4.5% higher than traditional mail.

Integration

The web has quickly become a key part of how consumers shop. Direct marketers have responded to that preference by providing innovative, integrated pieces that are well-equipped to continue the conversation online. Common techniques include smartphone-enabled QR Codes, campaign-specific landing pages, and personal URLs (PURLS). All of which can be used to track activity, collect response, or share incentives - like a limited-time trial membership or downloadable guide.

Deliverability

No matter how strong your message, it can't encourage a desired outcome unless it actually reaches consumers. Fortunately, it's easier than ever to scrub a mailing list clean before it's delivered. The USPS now offers a suite of affordable deliverability tools - including NCOA^{Link}, CASS certification, and Intelligent Mail barcodes - that help cleanse pre-send address information and improve piece tracking.

Testing

Split-tests and champion variants have been key tools in the playbook of direct mail marketers for decades. But backed by more data storage capacity, better response tracking, and variable printing, marketers are now able to carry out split-test experimentation at a scale not seen before. For example, multivariate split-tests instead of single element testing. Or using experimentation to determine champion variants for multiple consumer segments based upon demographic information or purchase behavior.

Sources

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