

# *Direct Marketing with a Digital Twist*





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# Direct Mail Versus Email Marketing

Multi-channel marketing is today's standard, and it seems the debate continues to rage on over Direct marketing vs. Email Marketing. It is never easy to determine whether direct mail or email is the better delivery option for your offer. Both have pros and cons, so why choose. Marketing campaigns always perform better when using multiple channels, and these channels bring their own strengths to the table.

Mail is:

- Tangible and gives them something to hold.
- More responsive than digital channels.
- Trustworthy and legitimate.

Email is:

- The best digital channel.
- Easy to create.
- Affordable, interactive and mobile





# When and How to Send

Timing is everything. A well timed campaign can win loyal customers when done correctly, or damage your reputation if done incorrectly. So when is the right time.

## **When:**

Once you have clearly defined the goal of your campaign, and all the creative is completed.

## **How:**

### **Schedule out your approach.**

It all depends on the audience you've chosen to communicate your offer. If you've communicated to prospects, here is an example of a good campaign plan:

Week 1: Initial Welcome emails (1-3 emails). Identify their need

Week 2: Direct mail – Prospects needs and your solution

Week 3: Email follow-up

Week 4: Call





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## USPS® Informed Delivery®: Mail with a Digital Twist

**Informed Delivery®**, is a service used by consumers to view grayscale images of the envelopes that are delivered to their **mailboxes**. The service not only allows mail to be viewed online in a digital format, but it also allows the **mailer** to actively engage the consumer by serving up alternative creative.

Informed Delivery® helps mailers:

- Take advantage of a new digital channel.
- Tie hard-copy mail to digital content.
- Connect with customers wherever they are using a computer or mobile device.
- This channel averages about 70% open rate for their emails, daily.
- Coordinate multi-channel campaigns with text, social media, other emails, etc.
- Gather information on campaign reach and results (e.g., open rates, click-through rates) through data analytics.





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## USPS® Informed Delivery®: Types of Campaigns

### Types of Interactive Campaigns

There are two types of campaigns available, depending on the content provided by the mail owner or MSP.

1. Ride-along Image and Target URL - includes the grayscale image of a letter-size mailpiece and an image provided by the mailer, currently placed below the grayscale image in the email and to the right of the image in the dashboard. In all cases, the Ride-along Image is linked, as is the additional “View Website” link.
2. Representative Image, Ride-along Image, and Target URL - **Representative image** is provided in lieu of the grayscale letter-size image, but must clearly represent the offer, and are not clickable. Same rules apply to the **Ride-along Image, and Target URL**



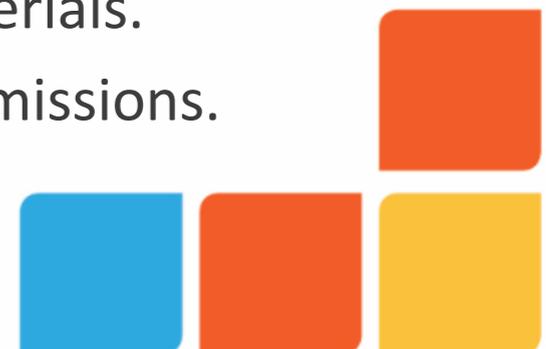


# Digital Marketing Channels

The business and marketing landscapes have changed dramatically over the past few years. Traditional methods that were effective before may not be as effective today, but combined effectively they increase campaign Conversion rates and bolster reputation. Recently Gartner Research stated that Campaigns integrating 4 or more digital channels will outperform single or dual-channel campaigns by **300%**.

Popular Digital Marketing Channels are:

- Email Marketing
- Pay-Per-Click Advertising (PPC), also known as **cost per click (CPC)**.  
Google AdWords and Microsoft Bing Ads
- Search Engine Optimization (SEO).
- Display Advertising.
- Social Media Marketing (SMM).
- Content Marketing includes text, graphics, videos, and other related materials.
- Affiliate Marketing can do the job for you for certain percentages in commissions.





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# Digital Marketing Planning

Selecting the Right Process :

1. Define the goals

- a) Brand Awareness
- b) Sales Generation – Online purchases made simpler
- c) Educate Consumers – How can you fill their needs
- d) Generate Traffic – SEO and SEM

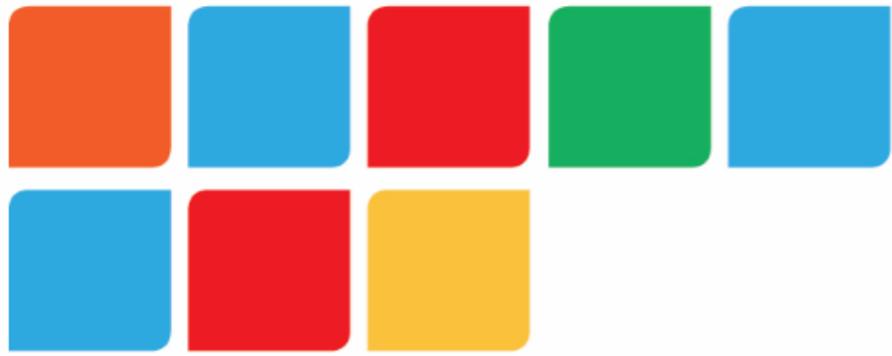
2. Define your budget allocation

- a) **Fees** for digital marketing department
- b) Paid advertising **budgets**
- c) Payment for content creation services
- d) Fees for graphic artists, photographers and videographers

3. Use the right talent

- a) **Development Skills** – for your website design and development needs.
- b) **Creative Skills** – includes both writing and visual creation skills.
- c) **Search Skills** – talent needed for search marketing.
- d) **Social Skills** – talent needed for engaging potential customers through social media.





# *Advanced Mail Data Cleansing*





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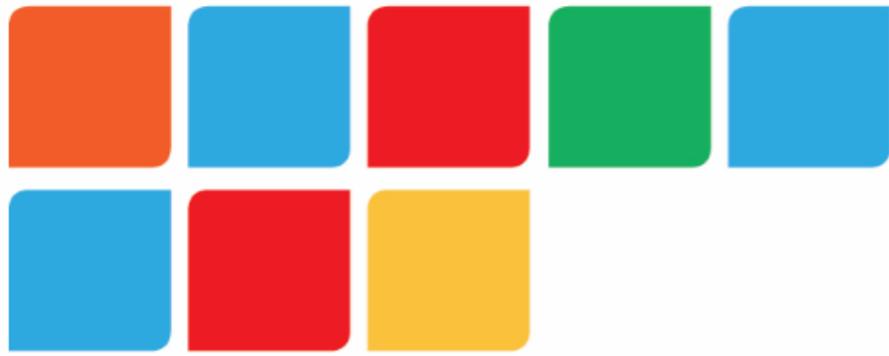
## Bad Data is Costly

Harvard Business Review writes that poor data quality costs the US **3.1 trillion dollars annually**. Internal Results, a separate news source, quotes that in the US bad data impacted 88% of all businesses bottom line.

### Benefits of Data Quality:

- Targeted, relevant campaigns increase ROI and customer retention.
- Add insight to your customer records with data enhancements.
- Profile Success in Current Customer Segments
- Refine Customer and Prospect Segmentation
- Target Relevant Offers to the Appropriate Segments
- Exclude Unprofitable Segments from Promotions





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# Cleaning & Enhancing Your Data Is Key

Comprehensively clean your data by utilizing:

- ❑ *NCOA<sup>Link</sup> 48 – The Postal Standard*
- ❑ *Deceased Suppression*
- ❑ *Duplicate Identification*
- ❑ *Anchor's Proprietary Address Solutions*
- ❑ *Examples*
  - ❑ *Super Suppress, AAE , MaxCOA*





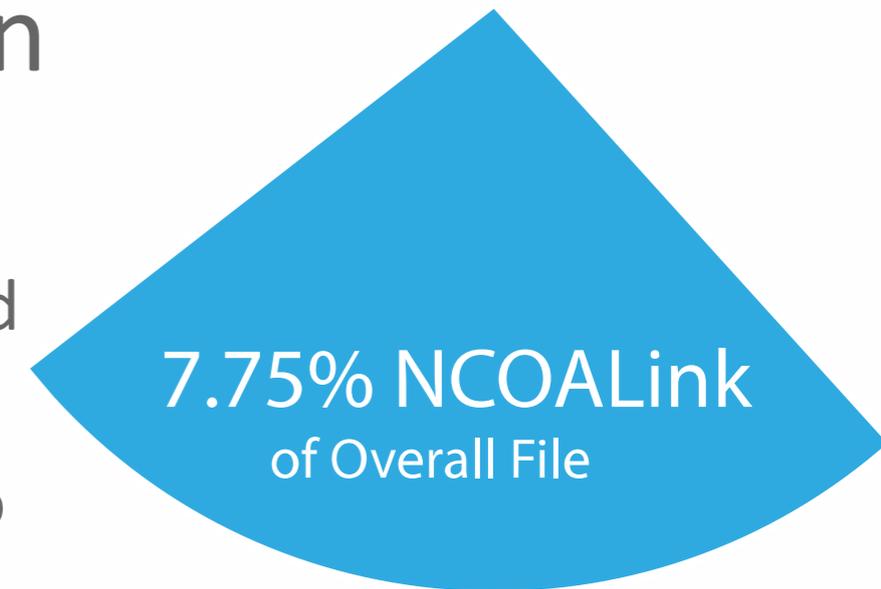
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## NCOA<sup>Link</sup> 48 Month

Approximately 12% of the population moves every year

- ❑ 160 million records of permanent address changes filed with the USPS<sup>®</sup>
- ❑ New addresses for individual, family or businesses who moved in the last 4 years.
- ❑ 3% - 15% delivery improvement by reducing the amount of undeliverable or delayed mail.



Example Based on Anchor Reports





# Many Address Hygiene & Data Quality Providers offer Proprietary Solutions.

Our AAE+ solution is a combination of Anchor Address Enhancement and MaxCOA





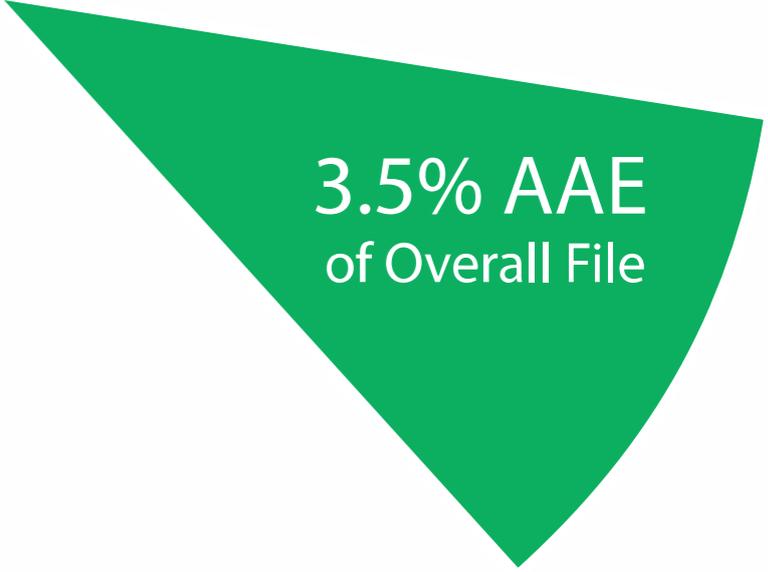
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## AAE

In almost every mailing list a portion of the addresses are undeliverable due to missing or incomplete address elements.

- ❑ Common errors include missing or incorrect: directional, street name and number, zip code or city and apartment numbers.
- ❑ Adding records that are now deliverable back into your mailing campaigns often enhances response rates.
- ❑ Services like this Improve NCOA<sup>Link</sup>®



3.5% AAE  
of Overall File

Example Based on  
Anchor Reports





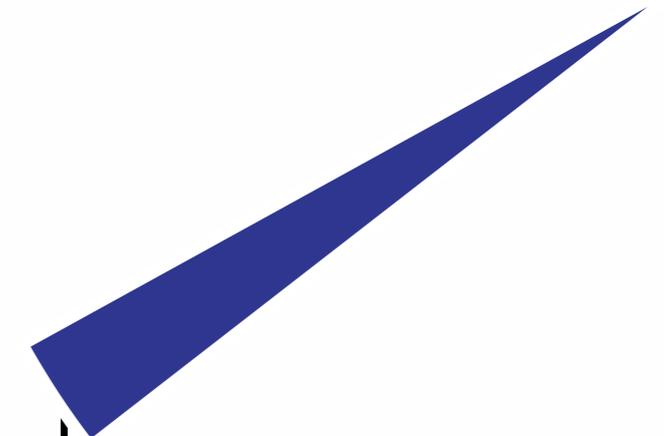
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As many as 40% of people who move do not file a change of address.

## An example of a solution that solves this problem is Anchor MaxCOA

- ❑ MAXCOA supplies additional changes of addresses that the USPS® NCOALink® process does not provide.
- ❑ Typical match rates are about 50% more than NCOALink® alone. (match rates may vary)
- ❑ Includes over 288 Million records covering the last 60 months
- ❑ Our data is compiled from quality sources including: credit cards, self-reported data, publishers and major reference files.



**.75% MaxCOA**  
of Overall File

- ❑ Many other vendors offer their own proprietary solutions

Example Based on Anchor Reports





## Deceased Suppression

Deceased Suppression Processing will reduce the number of deceased individuals you mail to.

- ❑ These Databases are often constructed from a variety of public and proprietary sources, and is refreshed monthly.
- ❑ The Anchor Database Includes 70 million names,
- ❑ This number will vary from vendor to vendor.
- ❑ An Example of typical suppression Anchor has seen range from .05% to 4% (based on demographics)

.25% Deceased  
of Overall File

Example Based  
on Anchor Reports





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# Suppression of Other Undesirable Records

Eliminating risky and unprofitable customers and prospects from your mailing.

- ❑ The Direct Marketing Association (DMA) purges your mail list of the 4 million+ consumers who do not want to receive advertising mail at home.
- ❑ Prison file suppresses addresses of federal prisons, state prisons, county correctional facilities and city jails.
- ❑ Suppress nursing homes, military addresses, profanity and blank address records



2% Super Suppress of Overall File

Example Based on Anchor Reports



# Example of the Address Hygiene

## Return on Investment Analysis

Based on 2 Million Records.

540,800 records would be corrected or suppressed.  
Anticipated cost of \$22,500 based on \$0.05 per hit.

If you take printing & mailing costs of \$500 per 1,000 pieces there would be an approximate savings of \$270,400 as well as improved deliverability.

**ROI: 12:1**

**Net Savings \$247,900**

**Net Savings after 6 mailings \$1,599,900**

All Costs and Percentages based on estimates.

Some records may appear in more than one category.  
Savings calculation based on unduplicated numbers.

