



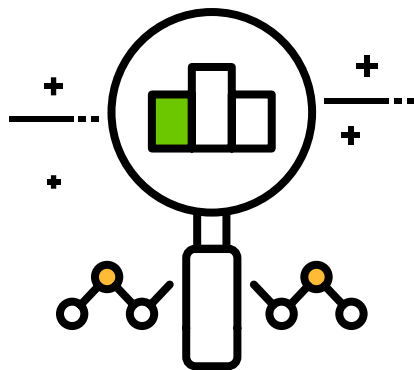
DirectMail2.0

SEAMLESS TRACKING. BETTER RESULTS.

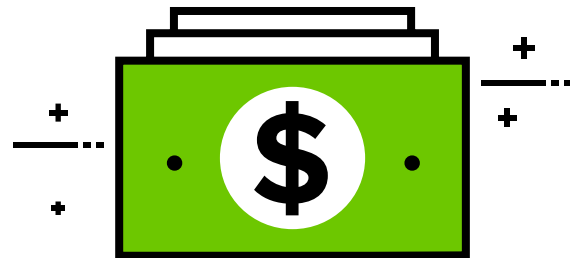
► THE SITUATION

With the growing competition of online advertising, direct mail is becoming increasingly more difficult to sell. Mail service providers are struggling to stay relevant and prove that direct mail marketing is still a viable marketing channel.

According to the 2015 DMA Response Rate Report, marketers identified the following challenges:



**DIRECT MAIL IS
DIFFICULT TO TRACK**



**DIRECT MAIL IS
EXPENSIVE**



▶ LET'S COMPARE RESPONSE

DIRECT MAIL



RESPONSE RATE

- ▶ House List.....3.7%
- ▶ Prospect List1.0%

Direct mail response rates outperform digital channels by a long shot.

COST PER ACQUISITION

- ▶ Direct Mail.....\$19

Cost-per-acquisition for direct mail is very competitive.

DIGITAL CHANNELS



RESPONSE RATE

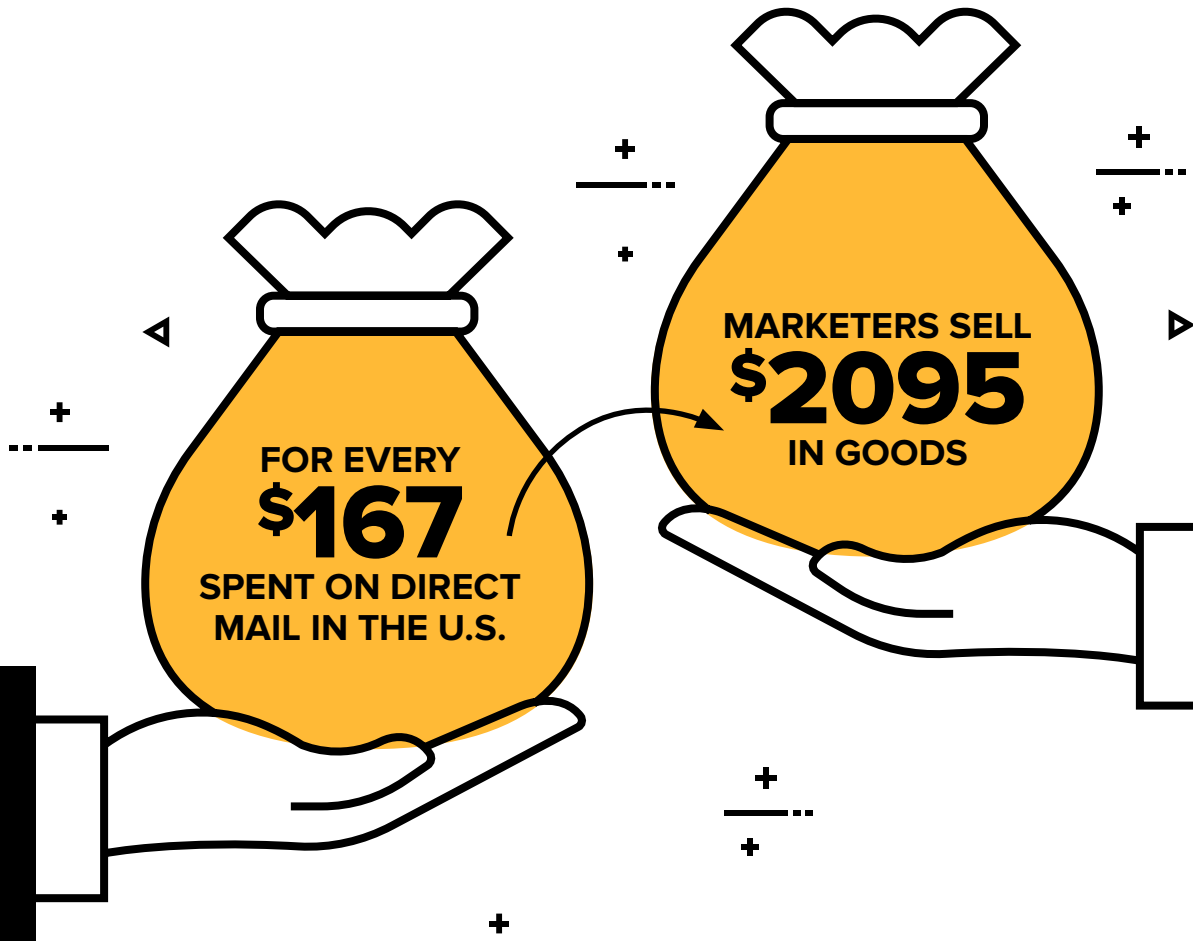
- ▶ Mobile0.2%
- ▶ Email.....0.1%
- ▶ Social Media.....0.1%
- ▶ Paid Search0.1%
- ▶ Display Advertising0.02%

COST PER ACQUISITION

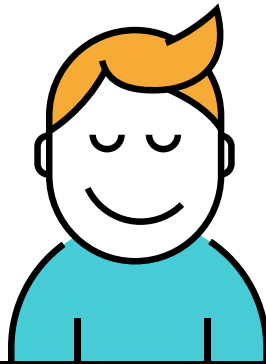
- ▶ Mobile\$16-18
- ▶ Email.....\$11-15
- ▶ Social Media.....\$16-18
- ▶ Paid Search\$21-30
- ▶ Internet Display\$41-50



▶ WHERE'S THE ROI?



40%
OF CONSUMERS HAVE MADE A PURCHASE IN LAST 3 MONTHS BECAUSE OF DIRECT MAIL THEY RECEIVED



39%
OF CUSTOMERS SAY THEY TRY A BUSINESS FOR THE FIRST TIME BECAUSE OF DIRECT MAIL ADVERTISING



► CONCLUSION

Direct mail is still one of the most effective marketing channels for generating new interest, brand awareness, and creating new business opportunity through pin point target marketing to specific demographics.



Where's the disconnect?

Times have changed. People no longer receive a mail piece and pick up the phone and call or walk into a brick and mortar location.

So where do they go? Online.

90% of people who are interested in a product or service go to the company's website first before calling or visiting the brick and mortar location.



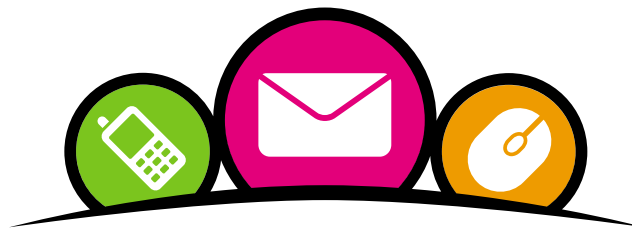
According to Google Analytics, **96%** of unique website visitors will leave without taking any sort of an action.



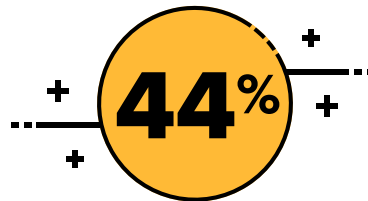
▶ REVOLUTIONIZE DIRECT MAIL WITH INTEGRATED MARKETING SOLUTIONS

Now, mail service providers can offer an integrated marketing solution to:

- ▶ Maximize the impact of direct mail
- ▶ Enhance the overall results that their clients receive from their campaigns
- ▶ Seamlessly track the effectiveness of the direct mail
- ▶ Ensure that no lead is left behind with continued online exposure to the interested prospects who visited their website and left without taking action



DirectMail2.0 Enhances Results



OF CUSTOMERS VISIT A BRAND'S WEBSITE
AFTER RECEIVING DIRECT MAIL MARKETING

WEBSITE VISITORS WHO
ARE RETARGETED WITH
DISPLAY ADS ARE



MORE LIKELY TO
CONVERT ON YOUR
WEBSITE



OF CUSTOMERS WILL RETURN TO
A SITE THROUGH RETARGETING



▶ 2017 POSTAGE DISCOUNTS

Now Introducing Postage Discount Incentives
DirectMail2.0 Qualifies for Two Postage Discount Promotions



Emerging and Advanced Technology, March 1st - August 31st

- ▶ **2% off Postage** when mailing goes out with DirectMail2.0
- ▶ First Class, Standard and Non-Profit Mailings
- ▶ No Quantity Restrictions

Direct Mail Starter, May 1st - July 31st

- ▶ 5% off Postage when mailing goes out with DirectMail2.0
- ▶ Standard and Non-Profit Mailings
- ▶ Up to 10,000 pieces
- ▶ One mailing per client

