marketreach

unleash the magic of mail

Royal Mail

A PRACTICAL GUIDE TO DIRECT MAIL

Tips and tricks for getting the most out of direct mail

CONTENTS

Royal Mail MarketReach
is committed to helping
businesses and brands
grow through the use of mail.

This guide will help you produce
a successful direct mail campaign,
taking you through the planning and
implementation of your campaign
from start to finish.

In the following sections you'll be
introduced to practical steps, insider
advice and simple tips to help you
get the most from this channel.

INTRODUCTION

MAIL THAT CUTS THROUGH

Direct mail has long been a proven and cost-effective channel for communicating successfully with customers. And with consumers being exposed to hundreds of messages every day, it is one of the few channels that cuts through effectively.

Because it's tangible – picked up and handled by a customer – direct mail is a channel that will cut through and be remembered.

In fact, 94% of advertising mail is engaged with and only 6% is discarded or unopened.[1]

And when it comes to recall, mail is remembered 35% more than social media and 49% more than email marketing.[2]
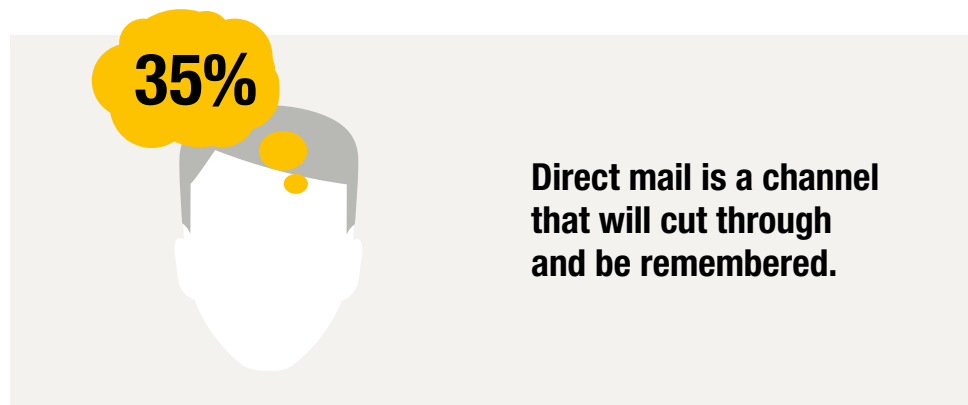
THE MULTI-SENSORY EXPERIENCE

With innovations such as scented inks and video brochures, direct mail is unique in that it can appeal to all five senses, and it has a physical presence like no other channel. This multi-sensory experience can also allow your mail to land in a more meaningful and impactful way - enabling brands to build stronger connections with customers and drive higher recall.
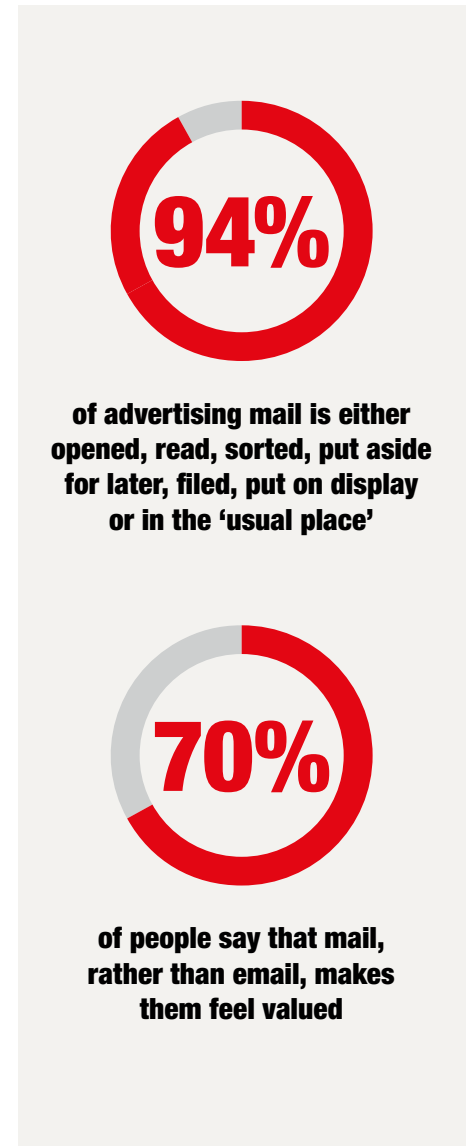
Direct mail literally gets your brand's message into your customers' hands. This is why leading digital brands such as Amazon, Google and Facebook include mail as part of their media mix.

MAIL AS A TRUSTED CHANNEL

Driven by data, direct mail gives you the opportunity to have a personal, relevant dialogue with individual customers on a large scale.

Mail is also seen as a trusted channel, with 87% of people considering mail to be believable, compared to just 48% for email. On top of this, 70% of people say that mail, rather than email, makes them feel valued.[3]

Mail is welcomed by customers of all ages – particularly those who have grown up in the digital age. These are just some of the reasons why direct mail is such an effective channel at driving sales, increasing awareness and building trust in your brand.

94%

of advertising mail is either opened, read, sorted, put aside for later, filed, put on display or in the 'usual place'

70%

of people say that mail, rather than email, makes them feel valued

35%

Direct mail is a channel that will cut through and be remembered.

[1] JICMAIL Item Data Q2 '17 to Q4 '19
[2] Royal Mail Marketreach, Neuro-Insight, 2018
[3] Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017

GETTING STARTED WITH DIRECT MAIL

Start by defining your objective, audience and budget. Planning these elements in advance will help you achieve the best possible outcome.

DEFINE YOUR MARKETING OBJECTIVES

Have a clear idea about what you want your marketing to achieve. For example, do you want to drive more online sales? Increase footfall to your store? Maybe you want to introduce a new service to existing customers? Keep good customers loyal? Welcome a new customer or tempt back a lapsed one?

By having one clear goal you will be more likely to succeed and the answers to these questions will help you develop more effective messaging and creative.

It is also important to make your goal realistic and achievable – for example, if you are looking to drive higher response rates, we would recommend checking what the response rates are for mail in your industry and using this to inform your goal.

KNOW YOUR AUDIENCE

One of the most important factors to get right is your audience. Even a strong offer will fail if you send it to the wrong people or at the wrong time.

Think about who your audience is and what their needs and challenges are. Ask yourself why they would be interested in your product or service? Will they have heard of you? Have you contacted them before? If so, what have they done or bought previously?

The answers to questions like these can help you find the right balance for your message – such as information on your product versus boosting your credentials.

GETTING STARTED WITH DIRECT MAIL

STEP 3
CHOOSE AND CRAFT YOUR MESSAGE

Think about the message you want to convey to your customers and what action you want them to take. How does your product or service answer the needs you identified in Step Two? What impression do you want to give your customers? What are you going to ask them to do as a result of reading your direct mail?

A major strength of mail is the ability to personalise and tailor the message. Research shows that personalised mail is 35% more likely to drive an actual purchase than unaddressed mail.[1]

Direct mail can take many forms, from a simple postcard or letter to a comprehensive catalogue or brochure. Sometimes a campaign will work best with a mixture of formats, such as a brochure followed up by a postcard as a reminder.

The format should be driven by the task you've assigned to it – so if you are expecting people to buy from your mailing, you may have to give more information than if you're just asking them to find out more from your website.
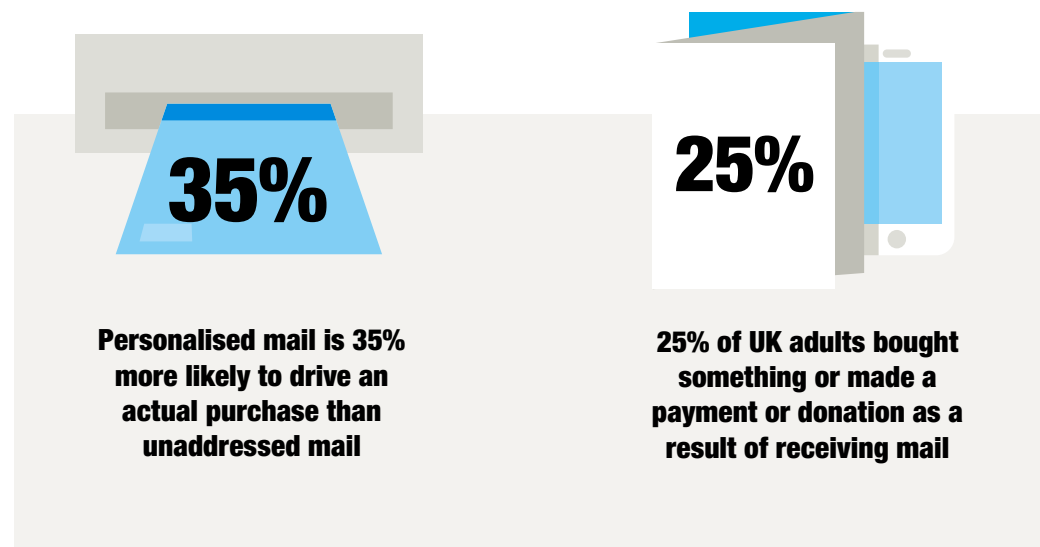
STEP 4
CONSIDER HOW IT WILL INTEGRATE WITH OTHER CHANNELS

Direct mail and digital channels enhance the effectiveness of one another. For example, digital devices can be built into direct mail via QR codes and image recognition, driving people directly to your website.

Cross-promotion across channels has been proven to land strong results – leading to a more impactful approach – so think about what campaigns you already have and where mail can enhance performance.

Mail drives sales. Over the last 12 months, 41% of UK adults searched for a company online after receiving a piece of mail and 25% of UK adults bought something or made a payment or donation as a result of receiving mail.[2]

TOP TIP

Plan your campaign in advance and make sure it is informed by insight, in order to achieve the best possible outcome. Research is key – from looking into creative trends and useful tech to trying to get a deeper understanding of your audience's behaviours.

35%

Personalised mail is 35% more likely to drive an actual purchase than unaddressed mail

25%

25% of UK adults bought something or made a payment or donation as a result of receiving mail

[1] JICMAIL Item Data Q2 2017 to Q3 2019
[2] Touchpoints 2019: SuperHub Database - ©IPA 2019

UNDERSTANDING YOUR AUDIENCE

Targeting the right people is a crucial factor in any campaign.

WANT TO SPEAK TO YOUR EXISTING CUSTOMERS?

There is a huge opportunity to harness the information you have about your existing customers – using this to target them with content that is tailored to their needs and behaviours.

If you have a customer database, decide which part of it you want to target. You may want to contact all of them or a defined segment.

Typical selections might include those who have bought from a specific category or product range, those who have bought recently or those who have placed high-value orders.

Alternatively, you may want to target those who have not bought for a while and tempt them back.

CONSIDERATIONS WHEN ENGAGING EXISTING CUSTOMERS:

What have they ordered or what interactions have they had with your brand before? If it's relevant to your campaign, you should acknowledge it.

What is their value to you? You want to ensure they are viable customers and worth the continued investment.

What offers or services would they be likely to be interested in from you now?

WANT TO REACH BRAND NEW CUSTOMERS?

If you're looking to acquire new customers, direct mail can be a very useful channel. Here are a few reasons why:

- Addressed mail cuts through, with 94% of it being opened, read or set aside for later.[1]

- A mail address is more reliable than an email. People can have multiple email addresses but generally only have one home address.

- With partially addressed mail (mail that bears a household address but no personal details), you can reach potential new customers without requiring their personal data. This method can be more cost-effective and more targeted than leaflet drops.

- Whilst GDPR applies to mail, the additional PECR rules governing digital media do not – so provided you can meet the conditions for legitimate interest, you won't need consent for postal marketing.

If you have any questions about GDPR, especially concerning compliance, we recommend you talk to your own compliance officer or legal adviser.

TOP TIP

Relevance is a crucial factor in the success of a direct mail campaign. By understanding who your target customer is, you can apply a level of personalisation to your campaign, which in turn will boost response rates.

[1] JICMAIL Item Data Q2 '17 to Q4 '19

CLEANSING AND ENHANCING YOUR DATA

Accurate data maximises your budget and cuts wastage, so whether you're using your own data or sourcing data from third parties, it's important that the quality of your data is strong and that you are familiar and compliant with the UK's Data Protection Act and General Data Protection Regulation (GDPR).

The following considerations may help you:

1 IS YOUR DATA CURRENT AND UP TO DATE?

There are various data companies and mailing houses, including Royal Mail, who can look at your data, check that it's up to date and 'cleanse' it where necessary. It is also important to consider address accuracy. Incorrect data can result in mail being returned or even sent to the wrong recipient.

The Postcode Address File (PAF), created by Royal Mail, is a database that can be used to verify your address data and can even be incorporated into your systems to help ensure accurate data capture. This means you can be confident that your mail will be delivered correctly the first time.

2 AVOID DUPLICATION

De-duplication is an important step to take within your own data and third party data, as it will help you avoid wastage and the risk of negative brand perception should you mail the same person twice.

3 SUPPRESSING RECORDS

You should run suppression files against your database to ensure that the information you hold is accurate and up to date. Suppressing records will mean you cut wastage, thereby improving your ROI.

Some suppression lists might be held internally by your organisation, such as a list of customers who have asked not to be contacted by your business specifically.

Other 'external' lists are held at a national level, such as the DMA's Mail Preference Service Register, which shows details of those individuals who have opted out of receiving unsolicited, personally addressed mail from all businesses.

Additional lists can also contain the records of customers who have moved address, are no longer traceable or are deceased, as well as goneaways (i.e. people who are no longer at the address and are not traceable).

4 OPTIMISE YOUR FORMATTING

Don't let something as simple as formatting let you down. Ensure your data is in the right format. Standard practice is that each piece of address information should be held in a separate field – for example, Mr Brian Grove, 1 Chestnut Grove, GR44 8BB.

Royal Mail Data Services can help with any number of the above steps, as can a reputable mailing house.

5 KNOW THE RULES

One of the biggest considerations for direct mail campaigns is the use of personal data, so it's vital that you are familiar and compliant with the UK's Data Protection Act and GDPR. This means taking a consistent, responsible and accountable approach to data collection and processing.

Failure to comply means the possibility of heavy fines and reputational damage, so if you have any questions about compliance, we recommend you talk to your compliance officer or legal advisor.

In the UK, GDPR is overseen by the Information Commissioner's Office (ICO) which issues guidance on its website, **ICO.org.uk**.

To help you understand GDPR and how it might affect your mail campaign, you can also download our guide 'The GDPR Opportunity with Mail.'

> **Good quality data helps cut down on wasted mail, saves on costs and improves ROI.**
>
> TOP TIP

THE CREATIVE PROCESS

Getting the creative wrong in your direct mail could result in a customer disregarding (or even simply not understanding) the message you are trying to get across.

Here are the key principles to follow when it comes to creating content for a successful direct mail campaign:

ESTABLISH YOUR SINGLE-MINDED MESSAGE

A clear, impactful message is the most important part of any piece of marketing communication.

Think about what will persuade someone to buy your product or want your service. If you have something new to offer, that tends to work well. If you're targeting a pre-existing customer, you can lead with any knowledge you might have about them or their behaviours – for example, if their service or subscription is coming to an end, you can engage them with offers to encourage renewals.

GRAB YOUR CUSTOMER'S ATTENTION

Eye-catching design and powerful headlines can help your mail stand out. Think about the message you want to get across and how you can best use the creative to encourage people to want to read more. Innovations in print, paper and ink can also help you to bring your creative message to life in an effective way, allowing you to grab your customer's attention via a more multi-sensory experience.

That being said, it is worth ensuring that these innovations align with the creative, so that they contribute towards the storytelling and are not simply used for the sake of it. Using a simple letter or envelope can be just as impactful.

KEEP YOUR CUSTOMER'S INTEREST

You've captured the customer's attention – now keep it by demonstrating a clear benefit to them.

What could your product do for your customer – will it save them money? Make their lives easier? Give them greater peace of mind?

The more relevant you can make your product to your customer, the more impact it will have. You can also add a layer of sophisticated personalisation to your mailing pack, using new developments in print technology – such as programmatic mail, which allows you to feature specific products your customer has bought or browsed online.

CREATE DESIRE

Graphics, typography and any other visual or sensory elements at your disposal are all very effective ways of driving appeal and making your product seem irresistible.

You can also create a sense of urgency by incorporating a limited time offer incentive into your mail. For example, 'Stock is limited. Don't miss out.' Inertia is always a barrier to response, so including a special offer with a 'genuine' time limit will help to motivate people into acting.

GIVE YOUR CUSTOMER CONFIDENCE

Word of mouth and reputation is so important. Support your claims with evidence like customer testimonials, Trustpilot ratings, money-back guarantees or even celebrity endorsements, if you have them. These will help people to trust your brand, product or service.

> **TOP TIP**
> Work out your key message first and the rest will follow.

PROVIDE A CLEAR CALL TO ACTION

It's essential to tell your customers what you want them to do next and one of the most effective ways of doing this is with a clear call to action. There are many options, including asking customers to visit a store or branch, phone you, visit your website or scan a QR code. Think about what you want them to do most and emphasise it.

Additionally, if you use an offer, make the deadline clear. This will help to ensure customers act there and then, rather than delay.

DEVELOP YOUR DIRECT MAIL FORMAT

When considering what your mailing might look like and what pieces it should contain, you'll need to balance getting your message across effectively against your budget.

Your printer should provide a range of options, as both format and size can affect the overall cost of a mail pack.

There are hundreds of variations of direct mail and so the flexibility you have when it comes to formats is huge. Depending on the resources you have available, you can opt for a simpler format, like a letter or brochure, or for a more complex execution, such as a 3D piece.

Mail is very flexible and can be adapted to cater for any size, single or multiple elements, long-form content, personalisation, scented inks and even voice and sound.

Personalisation can play a huge part in allowing your message to land – with customers being proven to read and re-read customised mail 4.5 times on average. Think about how you can apply personalisation to your direct mail piece – whether by personalised vouchers, local maps or even bespoke catalogues.

Talk to your printer to discover which formatting options are available to you based on your budget considerations.

Here are some examples of formats which can take your mailing pack to the next level:

- 3D mailing packs.

- Built in QR codes.

- Inks you can smell or taste.

- Sound chips, such as recorded messages.

- Video screens.

- Augmented reality.

- Barcodes.

- Voice activated.

If your mailing pack has multiple elements, it is worth noting that customers may not necessarily interact with these in the order that you'd like them to. When formatting your mail, consider each piece independently so that every element is able to convey your campaign message effectively.

TOP TIP

People may not always read in the order you'd like them to. If your mailing pack contains multiple elements, make sure each of them works independently, as well as collectively.

If you personalise your mail, it'll be read and re-read 4.5 times on average

4 WEEKS

45% of mail stays in the home for over four weeks

JICMAIL Item Data Q2 2017 to Q3 2019

TECHNIQUES FOR BOOSTING RESPONSE

Here are a few proven techniques that have been shown to enhance direct mail's performance, although you don't need to use them all:

Create a bespoke landing page for responders, even personalising this for them

Include all your social media links

Offer them an incentive to respond

Add a P.S. to your letter

Follow up your mailing with an email, postcard or call

Include customer testimonials

Use statistics as evidence of your claims or other proof points

Have a time-limited special offer to encourage response

Make your customers a guarantee

Include your Trustpilot (or equivalent) rating

Feature a discount code to claim an offer

Offer a freephone number

PRODUCING YOUR MAIL PACK

Once you've decided on your messaging and design, it's time to produce your mailing cost-effectively.

Source a few quotes to ensure you're getting the best deal and keep quality in mind as you're negotiating. Poor quality print or paper stock can give a bad impression of your brand and affect your response rates.

STEP 1
SELECT A FEW PRINTERS YOU COULD WORK WITH

Get a competitive quote by creating a short list of printers you'd be happy to work with.

STEP 2
DISCUSS YOUR NEEDS

Discuss your plans with the printers you select – they'll help you develop your print spec and find the most cost-effective ways of producing your direct mail.

Your printer should be able to offer good advice but before you consult them it's worth knowing a few basics:

Paper is categorised by weight. An 80gsm sheet is appropriate for a letter, while 130gsm or 150gsm sheets will create a much more weighty and premium feel. You can also choose between coated and uncoated paper stock.

LOW COST **GOOD QUALITY**

Find the right balance between low cost and good quality.

TOP TIP

Coated paper stops ink from soaking into the paper which makes your design look sharp. Uncoated means the ink soaks into the paper, which can create a warmer, friendlier look.

Paper is sustainable, and so making your mail eco-friendly is an easy and effective way of conveying the message that your company cares about the environment.

Leaflets

Flyers

Brochures

Large Format

Quantity

Talk to your printer about all your options for formats.

TOP TIP

Ensure that your paper stock comes from sustainable forests by asking your printers if they are either FSC or PEFC certified. You can also opt to use recycled paper.

Another way of reinforcing an eco-friendly ethos is through incorporating recycling-related messages into your marketing – such as the FSC/PEFC logo or a 'please recycle me' note, complete with the recycling logo.
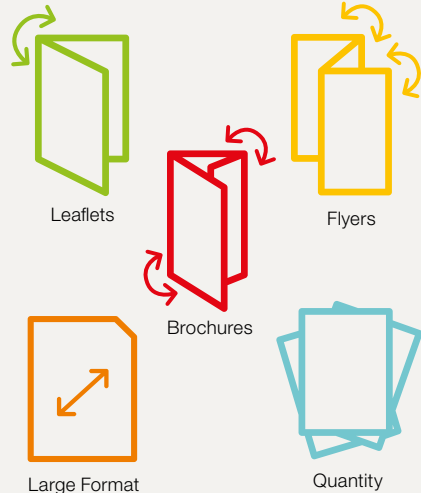
STEP 3
COMPARE PRICES AND SERVICE

Once you have asked for competitive prices and analysed the different quotes, select the printer you would like to work with. Choose the provider who can give you the best service for a competitive price or add the most value to your campaign.

PRINTING YOUR MAIL PACK

STEP 4
PREPARE YOUR PRINT

Your printer will tell you how they would like your artwork or material supplied, as well as the file format they need. When you supply your artwork or materials, include the agreed print specifications for total clarity.

Always ask for a proof sample before printing and check it thoroughly to make sure:

- There are no inconsistencies or errors in spelling or punctuation.

- The telephone number and URL are operational.

- Any offers are live and accurate.

- Any necessary legal caveats are present and accurate.

- The layout and colours are correct.

STEP 5
PRINT

Once you've signed off the proof, confirm where and when you would like the finished print to be delivered.

Depending on the complexity of your mail pack and campaign, you should allow between 2-8 weeks from start to finish for this to be developed and printed. If your communication is urgent, however, there is the option to use programmatic mail or automation, which has a turnaround time of 24-48 hours.

Choose the printer that offers the best service for a competitive price or adds the most value to your campaign.

TOP TIP

WORKING WITH A MAILING HOUSE

Mailing houses don't mail your post; they are responsible for the personalisation and 'preparation' of your campaign. Personalisation can be addresses or unique codes, and while some printers can have the facility to do this in-house, some also outsource this service.

Mailing houses also turn the different elements of your campaign into a complete marketing piece. They stuff envelopes, wrap brochures, apply tabs for sealing and sort the post so that it's ready for sending.

They can also save you money by helping you choose the best form of postage to suit your needs and by arranging a return address for any mail that can't be delivered.

Ask Royal Mail or your mailing house about discounts for first time users and other 'test and learn' opportunities

STEP 1

Brief the mailing house with your needs, supplying a written brief to ensure everyone stays on the same page throughout the process.

STEP 2

Ask the mailing house how they want you to supply your data (names, addresses, etc.) and printed materials.

It is also worth ensuring that you and anyone else in your company who needs visibility, are included in the mailing list – otherwise known as a 'seed list'. This allows you to receive a copy of the mailing through the post, allowing you to see first-hand how the experience plays out for your customers.

STEP 3

Ask to see printed samples before they are sent out, so you can check that the address data is correctly formatted and that any personalisation has been applied correctly and in the fields you specified.

STEP 4

Agree on the order in which you want the contents to be enclosed in the envelope.

STEP 5

Check a fully printed and enclosed sample.

TOP TIP

Request a briefing form from your mailing house so they get the necessary information in the format they need it.

SET CLEAR FINANCIAL GOALS

To determine the best outcome from your budget, here are some factors to consider:

FINANCIAL RETURN

What return on your investment do you want to achieve? If you are spending £5,000, what income do you need to generate to break even? How much do you need to make to create incremental revenue?

VOLUME

How many customers or potential customers, do you need to reach to achieve the financial impact you want? How many sales will you need? How many visits to your store or your website will make the campaign worth it?

RESPONSE

How many customers do you think will respond? Knowing this helps you plan how many enquiries, registrations or leads you can realistically handle.

If unsure, you could run a small test volume to gauge response rates. The results will indicate the level of response you'll achieve from a much larger volume.

FULFILMENT

How do you plan to manage customers that respond? Depending on customer permission-responders may need to be contacted, data will have to be collected and processed, you may need to send something out or process their requests. Whatever is involved, plan ahead so you can manage the outcome.

> **TOP TIP**
>
> Work out your main financial goals, including projected revenue and costs, to help you set a budget.

SAVING MONEY WITH MAIL

SELECTING THE RIGHT POSTAGE

The postage you choose will depend on the volume and type of mailing pack you're sending out. When selecting postage, you should consider:

TIMINGS

When do you want your customers to receive their mail? First Class mail usually arrives the next working day whilst Second Class post usually arrives within 2-3 working days.

SIZE AND WEIGHT

Larger or heavier mailing packs are more expensive to deliver. Keep this in mind when designing your creative and choosing your formats.

MACHINE-READABLE FONTS

Talk to your mailing house about machine-readable fonts for addresses. This ensures they can process your mail automatically, keeping the costs down.

VOLUME DISCOUNT

The bigger your mailing volume, the bigger the discounts you may qualify for.

SORTATION DISCOUNT

You can get a discount if you use a mailing house to sort your mail. You will be charged for this service but it can save you money in the long run, so it's worth weighing up the costs.

> **TOP TIP**
>
> Explore the ways you could save money by talking to Royal Mail or a mailing house.

EVALUATION AND MEASUREMENT

It's always important to learn whatever you can from your campaign and evaluate its success. This will help you plan for the future and improve on the results you achieve next time.

HOW TO MEASURE MAIL

Mail has always been measurable. There are various direct and indirect methods for measuring success.

Brands can use a URL (a personalised or memorable web address which can be used to measure web traffic) or a unique promotion code/media code or telephone number to attribute a sale or marketing response to direct mail.

A website analytics program (such as Google Analytics) can also be used to review and inform performance at the time of your mailing. For example, did the campaign generate spikes beyond the 'business as usual' zone or 'baseline activity' measures?

For those companies with large-scale, multichannel campaigns, having a nuanced attribution model to capture the full range of responses is important. It has been demonstrated that 33% of mail drives some form of 'commercial' action and these can range from making a purchase, phoning the sender or going online to find out more.[1]

Royal Mail MarketReach can help you with any one of these measurement techniques, as well as others, which include test matrix and sampling, significance testing, hold-out groups, A/B testing and multivariate analysis.

JICMAIL

For those Planners and Analysts amongst you, there are industry benchmarks and response targets which you can reference via the Joint Industry Committee for Mail (JICMAIL).

JICMAIL was set up by an independent body to provide the same metrics for mail that are available for other channels – creating comparability between mail and the way in which other above-the-line media channels are planned.

JICMAIL is a survey-based database, containing over 100,000 mail items, which examines the activities and commercial actions taken by a rolling panel of consumers receiving mail.

It measures reach and frequency for individual pieces of mail and provides a breakdown by different types of mail and specific sectors - such as advertising mail in the retail sector. This allows you to benchmark mail responses and helps you budget.

JICMAIL also combines with TGI and IPA data, which enables planners to also access audience attitudinal insights.

> **TOP TIP**
> Decide what success means for you up front, then ensure the necessary evaluation tools are in place.

[1] JICMAIL Item Data Q2 2017 to Q3 2019

WHAT YOU SHOULD MEASURE

Once your campaign has run its course, review it against your original objectives. How did your customers' response or behaviour match up to your goals? Did you achieve the target number of sales, site visits or appointments?

With each new campaign, you gain knowledge that can make your next one even more successful. Should you prefer, you can even run a small campaign as a 'test' so you can learn and improve your pack before rolling out to a larger volume.

Below are some metrics which are helpful in guiding campaign measurement:

BEHAVIOUR

How did your customers respond to your mailing? Did they go online and if so, what did they do once they got there? Did they visit your store or phone instead? Knowing how they responded helps you to personalise your creative more effectively and adapt your mail so that the user journey and any call to actions are more effective.

RESPONSE RATES

Did you achieve your target response rates? What could be improved and how can you adapt future targets? Once your campaign has run, you can measure and analyse the exact number of responses your direct mail generated.

This should help inform the volumes you'll need to mail in the future to reach your targets.

Tracking your responses is vital to understanding how you can better inform your next campaign. Check that your website can measure how many visits are coming in and that, when a customer calls, they are asked where they heard about your business.

CREATIVE IMPACT

Did you choose to test different creative messages, formats or incentives to determine which landed best with your customers? If so, which kind of headline intrigued them? Which format drove more traffic to the site? Which offers led them to buy?

Testing creative and messaging is always a useful exercise; the more you test, the more you can hone your approach for your next campaign.

CUSTOMER DATA

Profile the customers who responded. Once you know what they look like, you can find customers who are similar and likely to respond well – therefore increasing profitability. You could also test different customer segments, such as geographical areas, to see which produced the best results, and use this to inform future targeting.

ROI

Return on Investment (ROI) is a simple sum. Basically, you take the total revenue generated, minus the cost of your direct mail pack and divide this by the cost, to work out the return on every pound spent (e.g. £2 return for every £1 spent). You can use this ratio to guide the level of investment you make in the future.

ROI example:

Revenue generated   = £31,500
Total costs   = £7,400
Net revenue   = £24,100
ROI   = 3.25:1

(i.e. £3.25 of net income for every £1 invested)

TOP TIP

The more you know about how this campaign has performed, the more you can improve your results in the future.

HARNESSING PROGRAMMATIC MAIL AND AUTOMATION

Mail is always evolving to incorporate new techniques and technologies. Two recent developments are Programmatic Mail and the seamless integration of mail within today's marketing automated platforms.

PROGRAMMATIC MAIL

Programmatic Mail allows you to retarget customers who have interacted with you online, using permissioned data that is GDPR-compliant.

It's the automated production of a piece of printed direct mail (employing variable images and text for relevance) triggered by a specific customer interaction, such as basket abandonment.

In such a case, Programmatic Mail can deliver a personalised discount voucher, featuring a picture of an item, from a customer's basket to them within 24-48 hours.

Combine the impact of mail with bespoke messaging triggered by a customer's online activity

> **"** Programmatic Mail is an exciting new development for marketers. It enables digital and direct mail to work seamlessly together and combines online and physical channels in a way that is likely to significantly improve ROI. **"**
>
> *Mark Cripps, EVP,*
> *Brand and digital marketing,*
> *The Economist Group*

Key reasons to consider Programmatic Mail:

- **Greater impact** than retargeting via digital display.

- It can be in your customer's hands **within 24 to 48 hours**.

- Content can be **fully tailored** to reflect online activity.

AUTOMATED DIRECT MAIL

Automated direct mail integrates mail into your overall marketing programme and other automated systems, such as Data Management Platforms, CRM systems and billing or accounts.

There are solutions and platforms for every business size. That being said, it is worth looking for those which deliver the same experience across all the types of media you wish to use, and which do so in a scalable way – allowing your business to grow.

With just a few clicks, it allows you to generate a print piece which can, in turn, influence the customer's path to purchase.

The benefits of automation for your business:

- Campaign consistency across the customer journey.

- Data allows for advanced personalisation.

- Integration with printers means mail can be sent almost instantly.

- Your overall campaign ROI is enhanced.

- Performance on each channel can be measured.

- Automation reduces the cost of direct mail.

> **"** In the age of AI and marketing automation the old challenges with direct mail are about to change as it is quickly becoming a major part of every customer lifecycle campaign. **"**
>
> *Rob Rebholz,*
> *Managing Director at Direct Mail*
> *Automation Tool Optilyz*

As the UK's leading expert on the power of mail, we help organisations to achieve their goals by unleashing the magic of mail.

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