



July 24, 2025

Here are some of the more interesting and important direct mail and marketing news and feature stories from around the web over the past month. We've included some of our own thought leadership articles, too. Enjoy.

PFL Joins 'The Vomela Companies' to Better Deliver High-Impact Marketing Solutions

PFL

What happens when a 30-year-old direct mail automation and print company merges with a 75-year-old full-service visual communications provider? Well, we're all about to find out. The Vomela Companies has acquired PFL in a strategic move to enhance Vomela's capabilities with PFL's ability to deliver data-driven, direct mail solutions to customers in a variety of industries.

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10 Creative Direct Mail Marketing Campaigns That Captivate Audiences

WDM

On a quest to stay modern, traditional mail marketing has shifted towards more innovative and creative forms of direct mail marketing. Today, direct mail has evolved into an innovative strategy that captures attention and drives engagement. Here are ten brilliant examples of unique direct mail marketing campaigns that effectively engage audiences and boost brand awareness.

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How To Run an Effective Direct Mail Marketing Strategy In 2025

The CMO Club

We live in a world run by digital content and technology. Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day. People are craving physical contact, and as a business, it's important you keep a human element to your brand. This can be as simple as getting back to more traditional tactics, and direct marketing by mail may just be your ticket.

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8 Reasons Direct Mail is More Effective than Email Marketing

Xerox

It's an age-old debate: direct mail versus email marketing. Supporters of digital media will say why drain your marketing budget on direct mail campaigns that nobody reads when you can contact your customers using the channels they prefer? However, the latest data makes a strong case for printed direct mail.

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The Postcards Are Coming! The Postcards Are Coming!

PFL

Just as fireworks command attention and create memorable moments, powerful direct mail pieces break through can make its own kind of messaging noise. Think of your direct mail campaign as your brand's moment to shine—creating something tangible, memorable, and impossible to ignore. When your audience receives a physical piece that stands out, it creates that "wow" moment that digital communications often miss.

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How These 5 Retailers Use Direct Mail to Increase Sales

Shopify

Finding new ways to reach customers in an increasingly crowded (and expensive) digital landscape is vital if you want to break through the clutter. Well, direct mail for retail is making a comeback. And now there are tools available to automate sending and tracking highly targeted direct mail marketing campaign. Combining direct mail with your digital marketing strategy has many advantages.

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Direct Mail Marketing: An Idea Book for Nonprofit Organizations

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This ebook offers ways to create effective connections that inspire generosity and strengthen your organization's mission. We explain how to: build lasting relationships, transform compliance requirements into competitive advantages, create seamless omnichannel experiences, and leverage data analytics for precision targeting.

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SESSION

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