



The Predictive Path for Direct Mail

How smarter data is shaping the next era of mail performance



Today's Panel



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Direct Mail at a Turning Point

U.S. MARKETING SPEND ON DIRECT MAIL

79% of executives rank direct mail as their best-performing channel

25% of marketing budgets are dedicated to direct mail

82% of businesses increased direct mail spend year over year

U.S. CONSUMERS & DIRECT MAIL

62% of consumers say direct mail has inspired them to take action

27% Increase in response rate when direct mail & email are combined

Source: LOB | State of Direct Mail: Business Insights 2026

Rising Pressure. Missing Insight. Limited Performance.



Pressure to prove
ROI faster



Need to reduce waste &
personalize at scale



Static segmentation
limits performance



Intent, motivation &
mindset often missing


Developing
advanced
personalization
strategies was
ranked as the #1
biggest challenge
in DM in 2026.

Source:
LOB | State of Direct Mail: Business Insights 2026

It's Time to Redefine Data-Driven

THEN



Traditional Approach

-  Response History
-  Demographics
-  Modeled Audiences
-  Learn After the Drop



NOW

What's Changing

-  Shrinking List Sources
-  Pressure to Differentiate

Data-Driven 2.0

THE NEW STANDARD

Predictive Direct Mail

The 'What'

Deterministic
Purchase Behavior
Response History
Known Audience Signals



The 'Why'

Predictive Psychological
Motivations & Decision-
Drivers

How Predictive Insights Are Built

The strongest direct mail strategies
combine **the what and the why.**

“THE WHAT”

Transactional Data

Understand how consumers spend their money



THE ART & SCIENCE

Let's unlock and predict the why.

Inquisitive

Our team of PhD's, including cognitive psychologists, ask the right questions to uncover new insights.

Technical

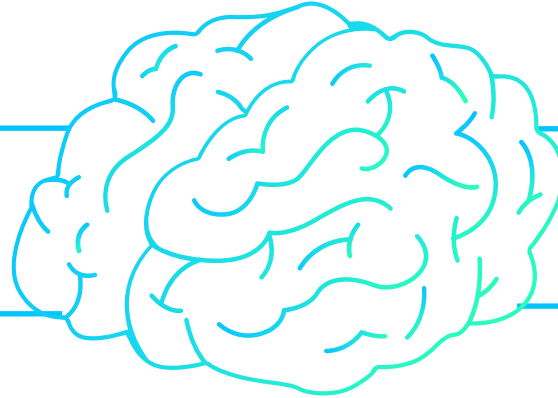
It's not just about surveys. We take a scientific approach to validate and scale predictive consumer insights.

Market-Driven

Our surveys can reach real people to mine insights & develop consumer attributes reflective of today's consumer.

Actionable

Our audience segments are scalable but never sacrifice accuracy. You can activate them across channels.



PROPRIETARY COGNITIVE
PSYCHOLOGICAL RESEARCH,
PREDICTIVE MODELING AND VALIDATION

Powered by  AnalyticsIQ



The Complete Picture of **Performance**

Combining the Power of Known Purchase Behavior & Predictive Psychological Insights

Deterministic Purchase Behavior

Exclusive Data Co-op Community

Billions of Real-World Purchase Transactions



Predictive Psychological Research

Cognitive Decision-Drivers

Psychological Motivations

Purchase Behaviors
Buys Pizza & Dog Toys

Ad Preferences
Responds to time sensitive offers

Total Spend
\$450

Motivations
Spontaneous & Eco-Friendly Shopper

Brand Propensities
Shops Nike & Uses Hertz

Channel Preferences
Direct Mail & TikTok



The Shift From Reaction to Prediction

reactive

launch → wait → optimize

gap

- Creative and audience strategies disconnected
- Personas ≠ real people with real motivations

?

THEN

NOW

THE NOW

What Better Data Delivers

Smarter Audiences

High-intent, high-value segments that blend deterministic and predictive insights.

Strategy & Customer Journey Alignment

Use insights to map audiences, creative, and messaging to where they are in the funnel.

In-Market Optimization (not after)

Faster decisioning and shorter learning loops by leveraging predictive data to inform campaigns earlier.

Scale Beyond Mail

Apply insights to OTT, digital, and cross-channel acquisition for omnichannel performance.

Predictive direct mail requires better collaboration, not just better data.

Beyond the Data

It's not just the data,
it's the partnership

01 Guidance

Guidance in a complex
privacy landscape

02 Strategy

Strategic thinking that
connects data to action

03 Support

Real partnership and support
from experts behind the scenes

The Predictive Path Forward

Q&A

THANK YOU



alliantdata.com



Whipple Direct Mail

whippedm.com



USE CASE

Lookalike modeling / analytics

CLIENT

National Mortgage Lender

CHALLENGE

High-cost mortgage leads weren't converting after initial outreach, leaving valuable non-responders untapped due to limited budget.

SOLUTION

Previously discarded non-responsive leads were modeled and scored to identify those most likely to convert. Only the highest-propensity leads were re-engaged through a targeted direct mail campaign, focusing spend on the most promising prospects.

RESULTS

- 2X industry-average response rate
- Performed as well or better than prescreen leads
- Maintained competitive cost per loan
- Successfully converted leads ~4 months later

NEXT STEPS

Scale non-responder scoring across lead sources and expand multi-cycle re-engagement campaigns.