

Gundir



# Your mail isn't failing. Your CTA is.

Tools, tactics, and examples to make every response count.



Play K

# AI is eroding our TRUST!

~41% of people believe  
what they read online is  
actually accurate.

- New York Post





MAILMAN

**It's from your Uncle Michael.**

**INSIDE  
EDITION**

# Why is direct mail trusted?

**82% of people trust direct mail** marketing hand-delivered by the USPS.

- Marketing Sherpa

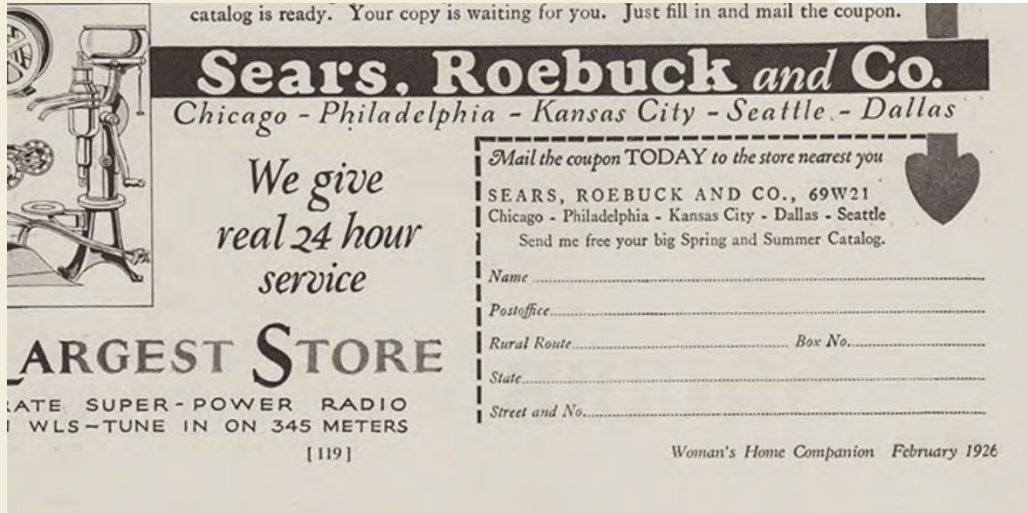
- ✓ **It's hand-delivered** just for you, not sent to everyone.
- ✓ **It's physical**; there's no denying it's real.
- ✓ **You're in control.** It doesn't interrupt you like pop-ups or online ads.
- ✓ **It stands out** more with fewer ads in the mailbox.
- ✓ **Detailed information builds trust.**  
The more you tell, the more you sell.

# Trust is earned— action is won

Trust gets engagement. Your CTA (call to action) tells them exactly what to do next.



# How we used to respond



# How we respond now



# CTA fails

- ✓ No sense of urgency
- ✓ No easy way to respond
- ✓ No option to share or respond later



# What makes a CTA effective today?

The best CTAs are concise, specific, urgent, and benefit-driven.

Online users just click. Direct mail requires crossing channels—so your CTA has to do more heavy lifting.

2026 Direct Mail LOOKBOOK


Boost your direct mail results — free at NPF 2026

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Register now and get your **FREE** Direct Mail Lookbook!

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Claim your seat today!  
Scan the QR  
or visit [gundir.com/npf](http://gundir.com/npf)



Hurry, offer ends: 5/4/26

← Benefit Statement

← Special DM Offer

← Action Language

← Response Channels

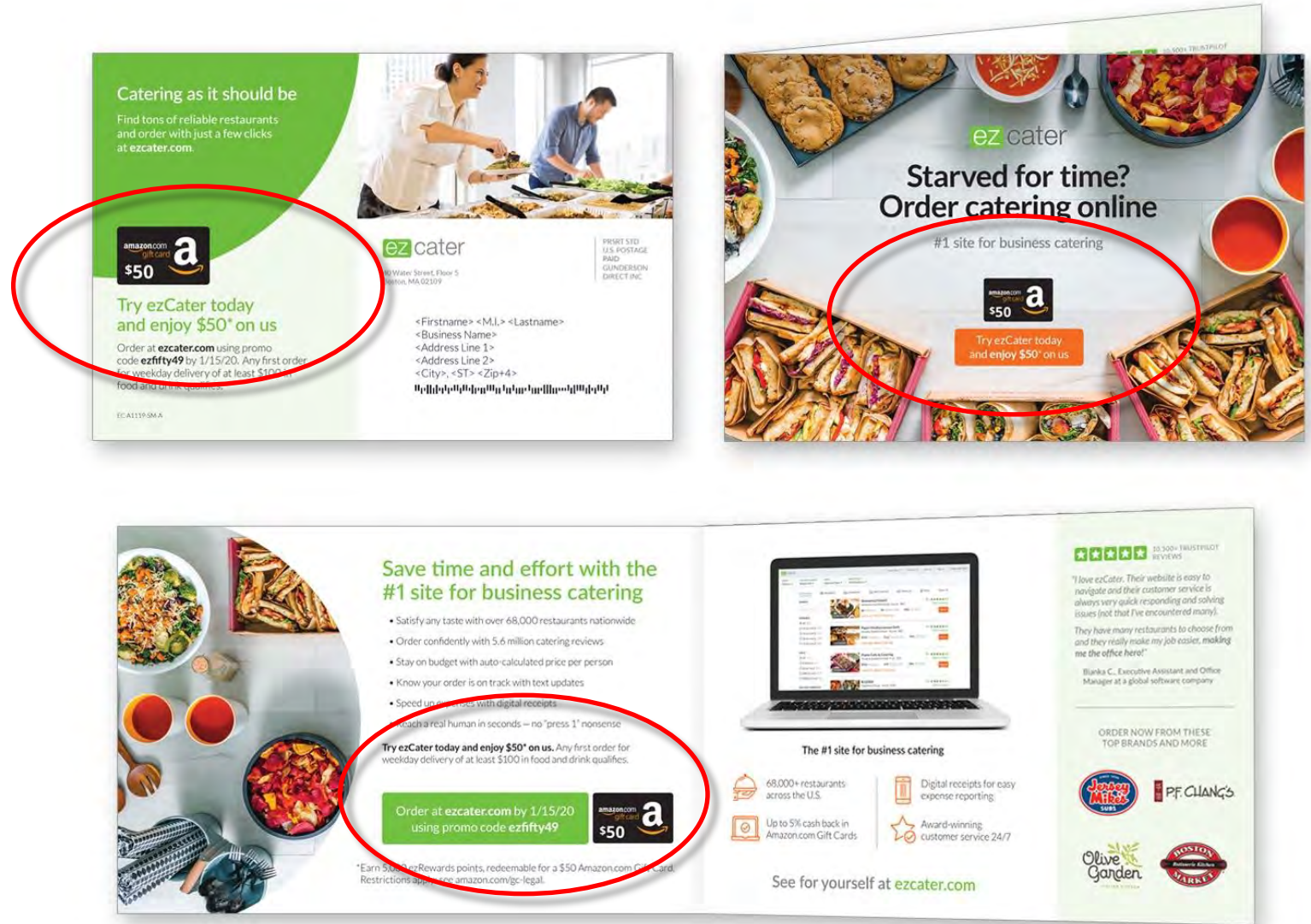
← Easy to Respond

← Urgency

# Where should the CTA go?

Be deliberate where you put your CTA in direct mail. Put it where the eye naturally lands: multiple areas of the letter, top right of a postcard.

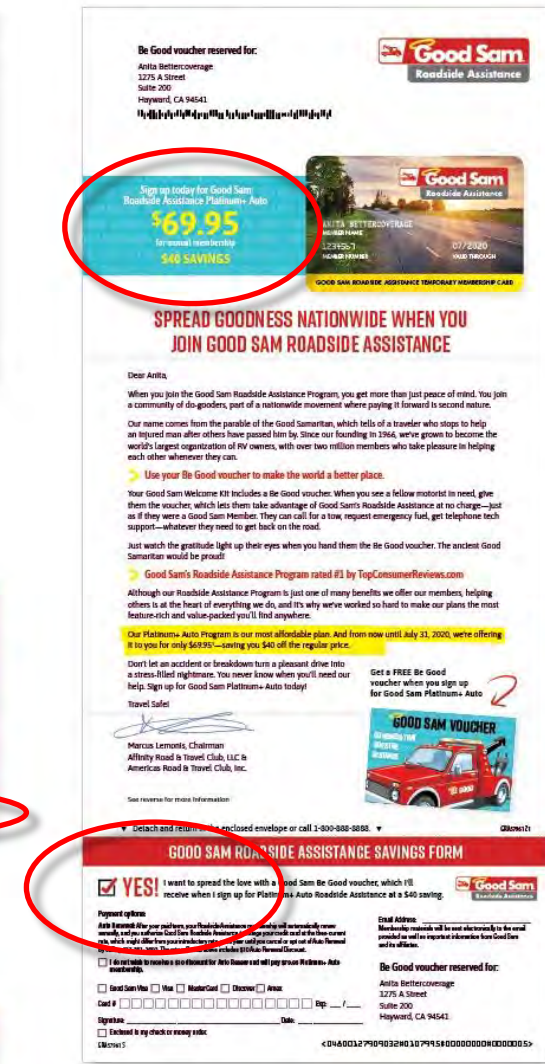
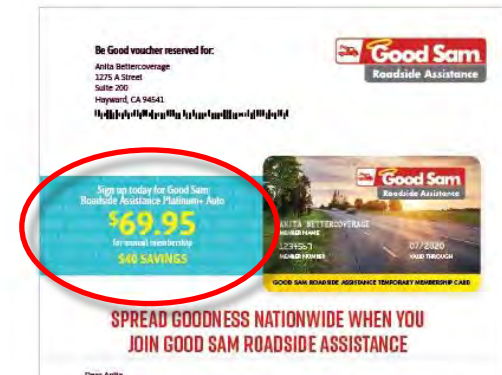
And use design to make it stand out—bold fonts, white space, and contrast.



# How many CTAs is too many?

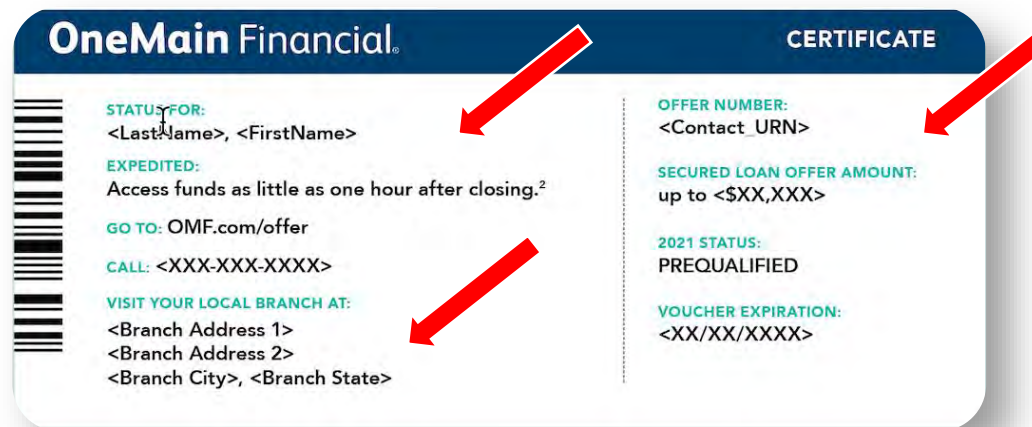
There's no "one and done" with CTAs.

Reinforce a similar call-to-action (CTA) throughout the package, tailored to the format.



# Personalization wins, attribution is key

Tailoring the CTA to the prospect increases response and relevance.



# Add urgency *(without sounding desperate)*

Deadlines, scarcity, and countdowns drive response—when done right.



**YOU'RE PRE-QUALIFIED**  
for \$54,000 or more!

Call: 888-888-8888

Visit: [NewDayVeterans.com](http://NewDayVeterans.com)

Code: 1234-5678

▶ This is a limited-time opportunity, so be sure to reply by 3/31/21.

Review eligibility info beneath card. Then call for your **FREE GIFT** and personal RV insurance quote!

Don't wait: Call the Choice Hotline **1-833-320-0798** within the next 14 days.



# The potential of QR codes

Weekly QR usage in the U.S. jumped from ~11% pre-COVID to nearly 30% post-COVID and growing.

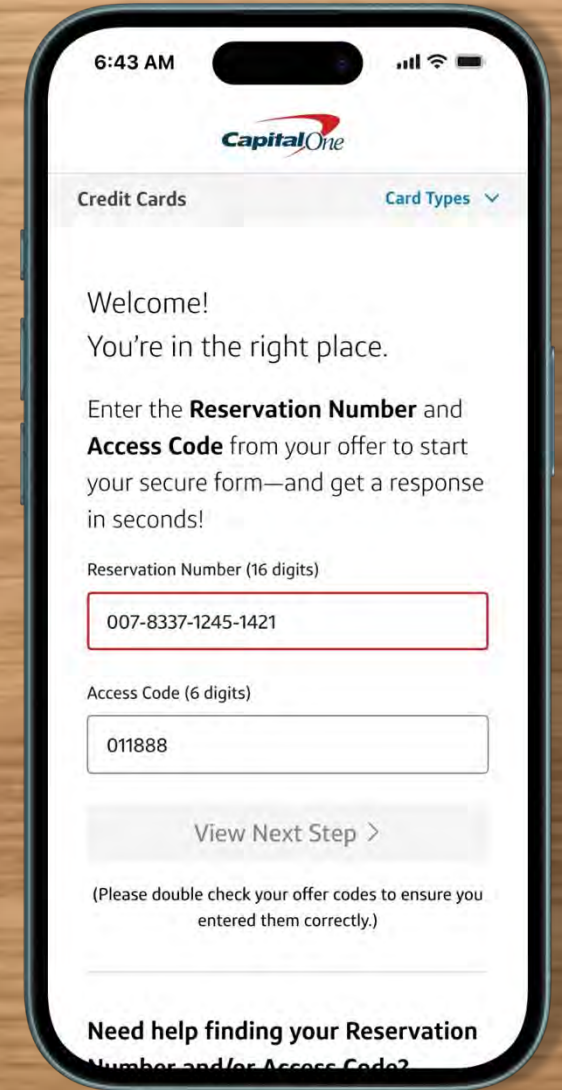
Earn a  
**\$2,000** one-time cash bonus when you spend \$30K in the first 3 months  
+  
**\$2,000** cash bonus for every \$500K spent in the first year

Apply today. **Scan the QR code.**  
Get a response in seconds.



or  
Visit **getmyoffer.capitalone.com**

Your exclusive customer codes:  
Reservation #: 007-8337-  
Access code: 0118  
Apply by: 05/23/26



ENHANCED QR CODES

# PostReminder



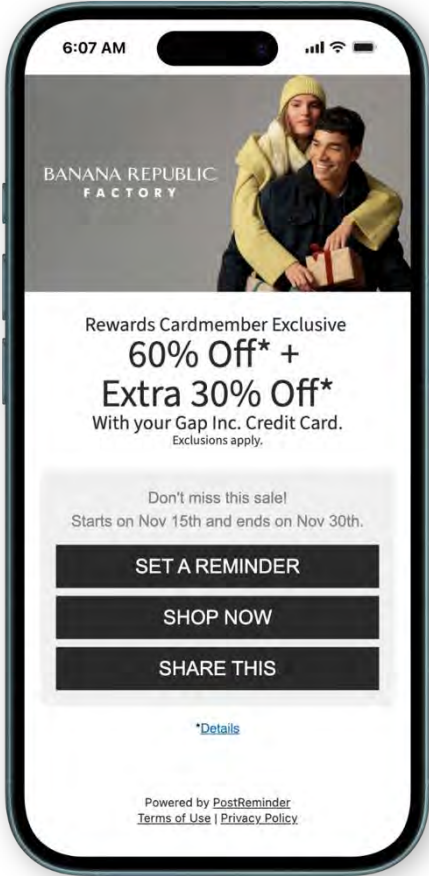
PostReminder makes QR codes smarter—turning passive interest into real engagement.

- ✓ A multi-function, smart QR experience
- ✓ One scan to drive visits, calls, and shares
- ✓ Users can set reminders for sales events
- ✓ Real-time analytics track every touchpoint
- ✓ 5% postage savings

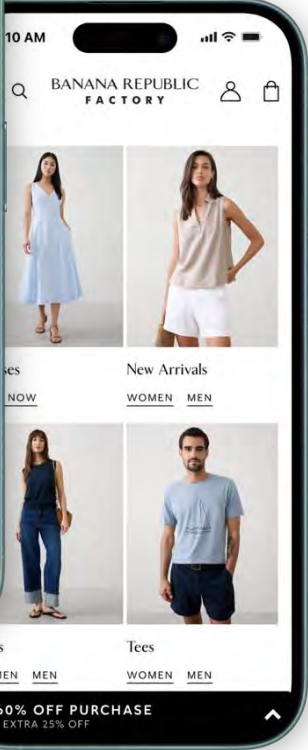
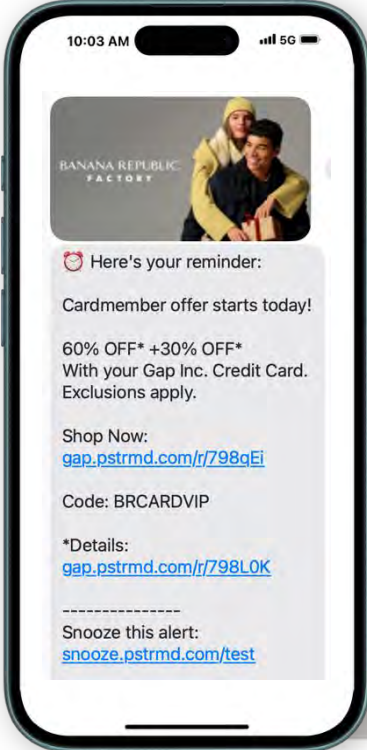
# How PostReminder works



Prospects scan the enhanced QR code



They set reminders, respond, or share the offer

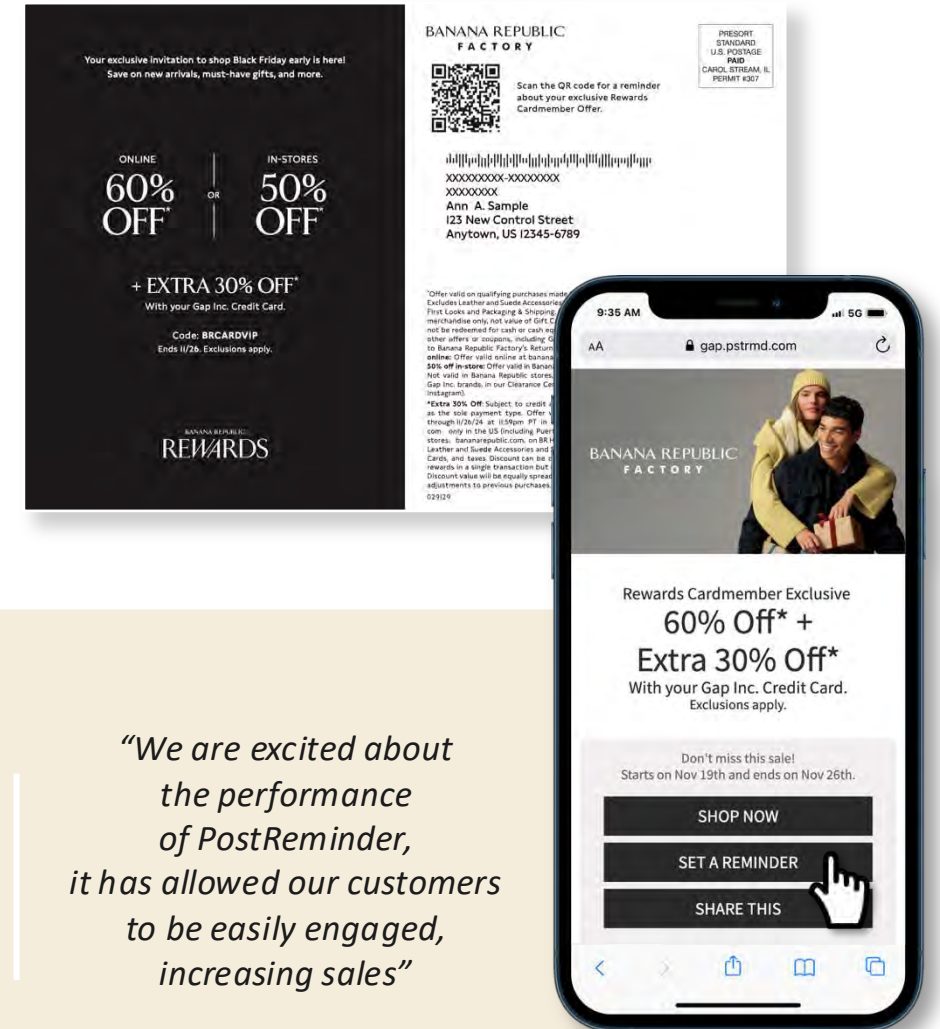


They receive alerts when the event starts

# The sale happened later—not at the mailbox

PostReminder helped The Gap drive Black Friday engagement, allowing customers to set a reminder to shop using our enhanced QR code.

Plus, they saved 5% on postage!



1 in 3

SCANNED THE QR



75%

RECEIVED A REMINDER



65%

CLICKED TO SHOP

*“We are excited about the performance of PostReminder, it has allowed our customers to be easily engaged, increasing sales”*

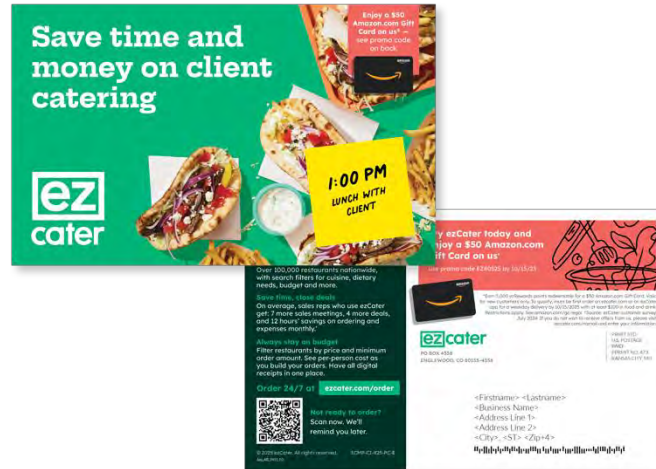
Tom, Direct Mail Manager

# Don't change the mail

## Test your CTA

Use A/B testing to fine-tune CTA language, format, and placement.

# A



# WINNER

# B



# Trust drives direct mail

## Make sure your CTA drives response

- ✓ **Make the next step obvious—and urgent**  
Bold, benefit-driven CTAs with a reason to act now.
- ✓ **Make it effortless to respond (now or later)**  
Meet them where they are, personalize it, and give them multiple ways to act now or later.
- ✓ **Test, prove it, and scale what wins**  
Test placement, designs, and channels—then double down on what drives response.

# Gundir

We direct response.

## Why clients trust us

A 20-year track record of beating controls **80%** of the time with a **15%+** lift.



**It's FREE,  
scan now!**



**Plus, get this slide deck!**