



FORGING BOLD HORIZONS

Future Proofing Your Direct Mail Strategy

*Presented by Keith Goodman
VP, Corporate Sales and Marketing
Modern Postcard*

Direct mail now and beyond

- Why direct mail
- The data
- New creative that captures attention
- Integrating digital and mobile
- Post mailing analysis and ROI



DIGITAL FATIGUE IS REAL

Why would you use direct mail with all of the options in today's marketing?

- Retargeting
- Display
- Pay-per-click
- Search
- Email
- Influencer
- Social media
- OTT / CTV
- Ad words



DIRECT MAIL WORKS!



Right now, people
are looking for
businesses just
like yours.

Make sure Canine Kids LLC shows up the moment potential customers search for what you have to offer –whether they're at home or on the go. Start advertising on Google today.



KEY STATS

“Younger people don’t read direct mail...”

- Nearly 90% of Millennials love receiving mail

The USPS Generational Study

- 79% of executives say that direct mail is their most profitable channel

2025 State of Direct Mail report

Its important to use content and designs that resonate with younger audiences.



REACHING CUSTOMERS
WITH EMAIL?

YES!

Email is a great tool for communicating to a subset of your existing customers.

10% - 25% open rates for email.

Email to cold prospects? Much higher success rate when combined with other marketing channels.

Can become the conversion device for DM and other offline marketing.



SELL THE FIRST STEP IN THE SALES PROCESS

1. Get people to a store or website
2. Generating leads for salespeople with lead magnets
3. Generating customer loyalty
4. Generating customer referrals
5. Drive attendance to an event, seminar or conference



HOW MUCH IS A CUSTOMER WORTH?



What would you pay for a busload of customers?

WHAT IS A CUSTOMER WORTH?

The basic formula:

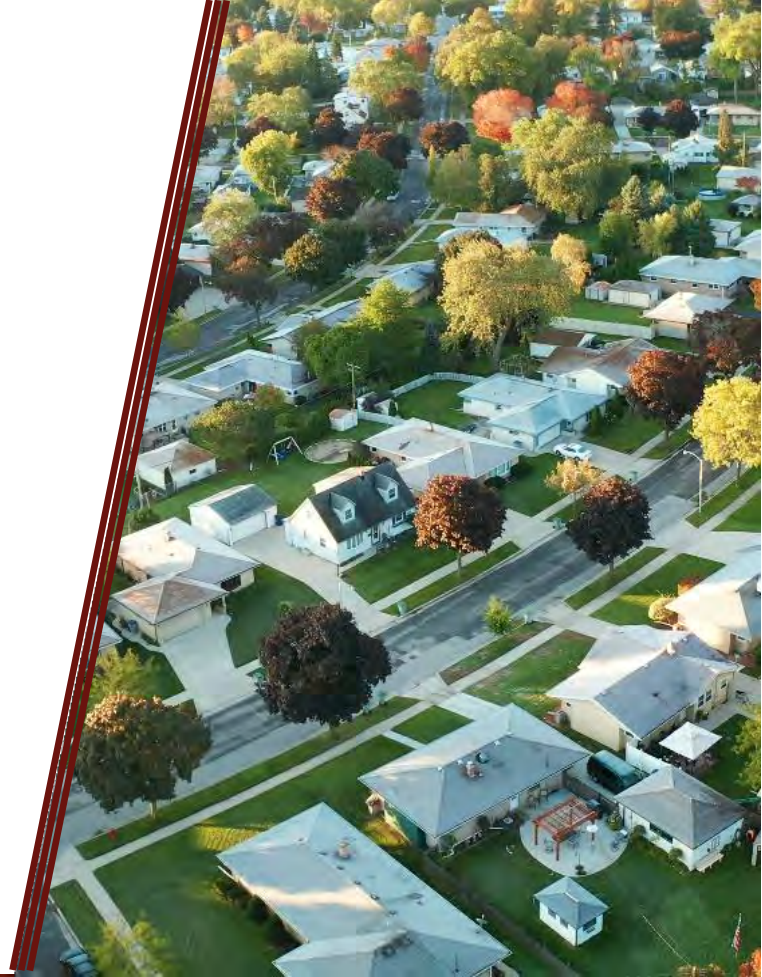
Average sale.....	\$60
Gross profit.....	\$40
Annualized value (12X)	\$480
Lifetime value (3 years)	\$1240
Acquisition budget 10%.....	\$124

A .5% response rate is highly profitable.

DATA

40% of the success of your program relies on your list!

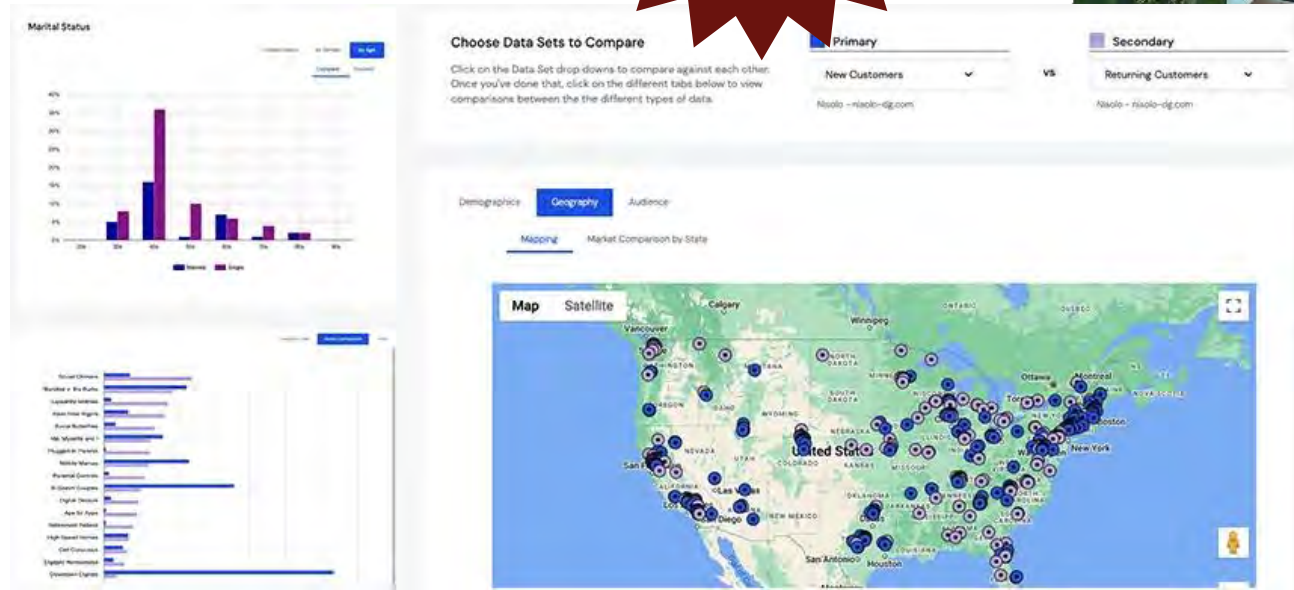
- Profiling and enhancing your house file
- Prospect lists
- Available demographics and selections
- Predictive modeling
- List resources online



HOUSE LIST: PROFILING

- Analyze your existing house file to give you a better understanding of your customer base
- Data can be used in selecting acquisition targets as well

Free for Attendees



HOUSE LIST: DATA APPEND

- Append hundreds of fields to your list
- Allows you to segment your house list
- Email to postal and postal to email



Laurie Gardner
\$60K per year 2 children
Rides a Harley
lgardner@homex.com

Richard Gabriel
\$75K Per year
Married – 2 Kids
Contractor

Mary Wilkins
\$150K per year - Single
Into NASCAR
maryw@gmail.com

Yolanda Sanchez
\$200K per year
Married
Is a pediatrician



TRIGGER FILES

New Homeowner, New Mover Files

- Record is generated the day escrow is closed
- People will spend more in the first 90 days than any other period.
- Great for products, services where you want to be first in

Additional Triggers

- Birthdays, anniversaries, newborns
- Prenuptial, expectant mothers
- Win-back: 90-day, 120-day, etc.
- Lead forms
- Intent

Daily feeds can be set to run for extended periods as part of an ongoing program!



SPECIALTY DATA

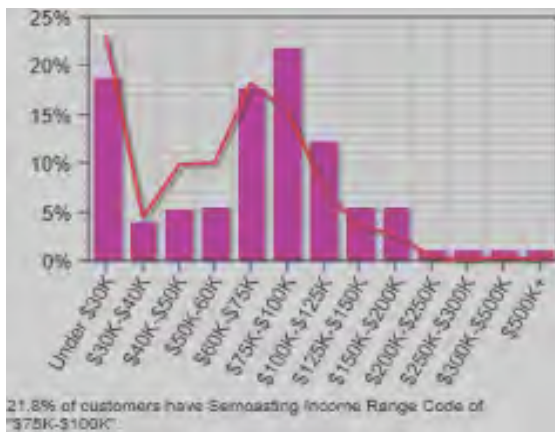
- Magazine subscriber files
- Trade association membership data
- Transactional data: online, mail order
- State licensing bureaus
- Credit and financial information



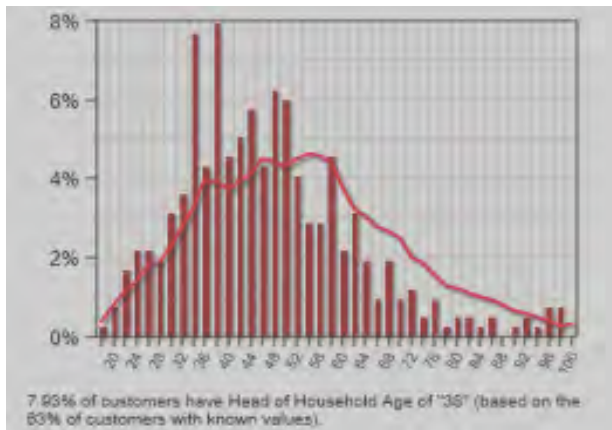
PREDICTIVE MODEL PROFILE REPORT

- Snapshot of over a dozen demographic elements
- Comparison on local, state or national averages
- Applicable towards media buys for other channels

Income Range



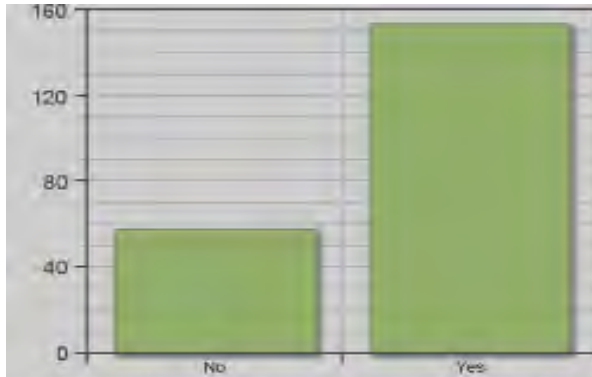
Head of Household Age



PREDICTIVE MODEL REPORT

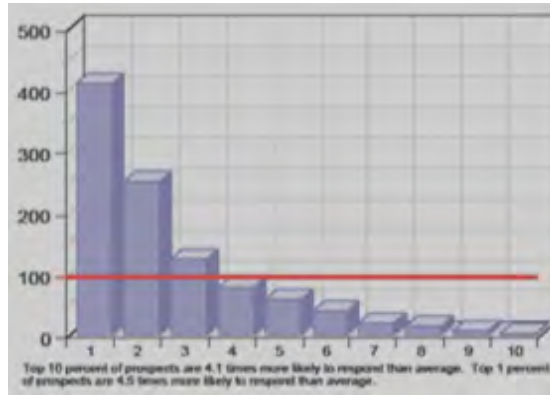
- Automates the target list selection
- Ties in the predominant demo and geo characteristics
- Illustration of response rate potential and relative impact

Interest in cooking



When interest in Cooking is Yes, response probability increases by a factor of 1.53

Lift chart



Top 10 percent of prospects are 4.1 times more likely to respond than average. Top 1 percent of prospects are 4.5 times more likely to respond than average.

PROSPECT LIST COUNTS

Provides available prospect quantity, after customer file suppression, by desired geographic area and decile.

Decile Count by State*											
High<----->Low											
State	1	2	3	4	5	6	7	8	9	10	Total
AK	22,935	31,219	21,144	21,532	27,408	30,865	27,596	23,262	16,117	7,049	229,127
AL	212,460	199,124	220,599	204,736	167,383	163,158	183,903	244,451	202,451	113,916	1,912,181
AR	137,893	132,328	114,102	123,920	111,866	109,019	115,448	128,148	81,179	57,459	1,111,362
AZ	228,501	239,568	237,716	249,304	223,411	237,668	228,238	230,632	172,748	162,381	2,210,167
CA	1,011,792	1,157,611	1,048,255	1,103,640	1,203,372	1,124,821	1,083,218	1,363,039	1,366,211	889,501	11,351,460
WV	99,912	93,477	73,745	75,719	73,247	70,028	70,885	55,470	44,529	18,239	675,251
WY	33,136	34,231	19,997	20,718	24,051	25,230	23,517	15,291	9,033	3,256	208,460
TOTAL	1,746,629	1,887,558	1,735,558	1,799,569	1,830,738	1,760,789	1,732,805	2,060,293	1,892,268	1,251,801	17,698,008

For finer targeting, Decile 1 can be split into an additional 10 deciles to get the highest 1% possible response.

A MAJOR GENERATIONAL CHANGE

- The largest spenders are now Gen X
- Strong transition to graphical formats
- Reliant on web search for instant information
- Integration of video into the conversion process



SEARCH IS A REACTIVE MEDIA

- Often provides low margin, price sensitive customers
- Most customers have little or no loyalty
- Can you position your company to rely on your website as your best salesperson



FINDING THE 1%

A majority of our marketing budgets are spent on trying to identify the 1% of the population that's in the market for our product or service!

**20% already have it...
79% just haven't
thought about it!**



THE 4 COMPONENTS TO A SUCCESSFUL PIECE



GRAPHICAL TREATMENT

Format, imagery, layout

+



THE COPY

Prospect pain points, benefits, features

+



THE OFFER

We will give you...

+




CALL TO ACTION

All you have to do is...

THE IMAGE

Get attention and
build relevancy.



Ever feel like your home mortgage is like 60
tons of water, ready to crush you and your
family?

**WE CAN
HELP YOU!**

THE COPY

Keep it simple: one or two QUICK benefits

“Keep your house!

“Save \$800 a month in interest!”

Give a reason to continue reading

*“See below to find out how
easy it is to apply!”*

Make a big promise and be sure you can fulfill

*If we don't solve your
problem, we will give
you...*



THE OFFER

- Sample/trial
- Discounts
- Free gift
- Special event
- BOGO



THE
FREE
VASE



THE CALL TO ACTION

- Tell your readers what you want them to do:

“Go to www.saveyourhouse.com today!”

“Redeem this coupon by March 1st!”


“In-store sale...one day only!”

- Spell it out – don’t assume you’ve they know what to do
- Include an expiration date to create a sense of urgency or exclusivity



THE IMAGE

Get attention
and build
relevancy.

A large, powerful ocean wave is crashing over a surfer. The wave is a deep green color with white foam at the top. The surfer is a small figure in a red wetsuit, riding the base of the wave. The background is a bright, overcast sky.

Ever feel like your home mortgage is like 60 tons
of water ready to crush you and your family.

**WE CAN
HELP YOU!**

AN EXAMPLE

Get attention
and build
relevancy.



Your life can be
BETTER again.
IT'S EASY. JUST CALL US.

First Class
U.S. Postage
PAID
Permit No. 303
San Diego, CA

If we can't
help you, we
will give you a
\$100
gift certificate
from Von's!

Talk to one of our
relief specialists and
get a free debt relief
DVD that will help you
get your life back on
track. No obligation.

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- Upgrade to color images with links
- Powerful addition to direct mail



DIRECT MAIL AND DIGITAL MEDIA

Playing in the same sandbox.



COMBINE DIRECT MAIL AND EMAIL

Match email to postal.

- Can be mailed before, after or both for added response
- Email adds an easier conversion process for interest generated by DM
- Add postal to existing email to break up email fatigue for email lists



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We are leaders in:

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MATCH ONLINE BANNER DISPLAY

Match digital display to postal.

- Digital display can be matched to a consumer or business postal file with and approximate 90% match rate
- Customers have seen 30-40% lifts in response compared with non-digital deployment
- Can create an easy conversion device for DM programs



MATCHED CTV AND PRE-ROLL

Match TV Commercials to Postal.

- Videos and commercials can be matched to postal records
- Over 500 popular channels and platforms
- Prices range from \$25-\$40 per thousand
- Various formats and video lengths can be utilized



GEOFENCING FOR INCREASED COVERAGE AND ACCURACY

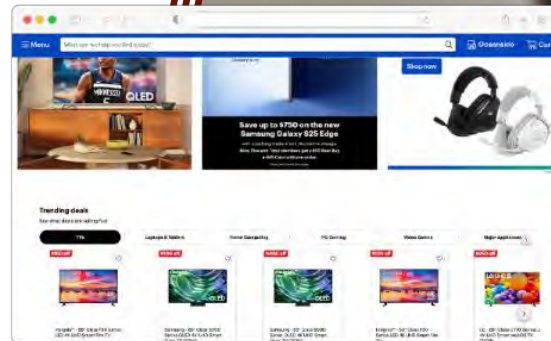
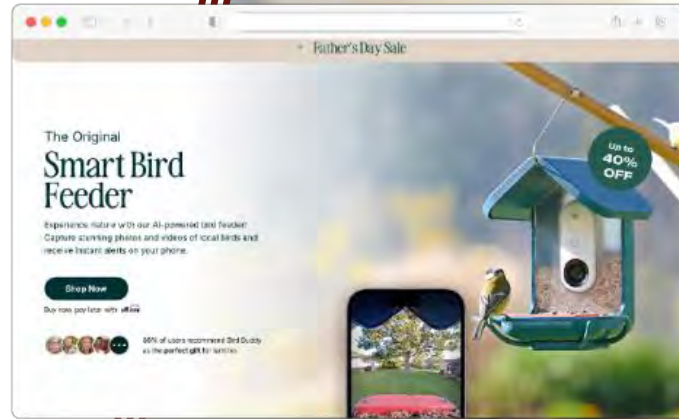
- Geo-fence neighborhoods for full saturation
- Digital devices within specific households and offices for highly targeted campaigns
- Geo-fence facilities such as conference and entertainment centers, restaurants and more
- Program can be deployed at the site or post-visit for follow up



IDENTIFY ANONYMOUS VISITORS TO YOUR WEBSITE

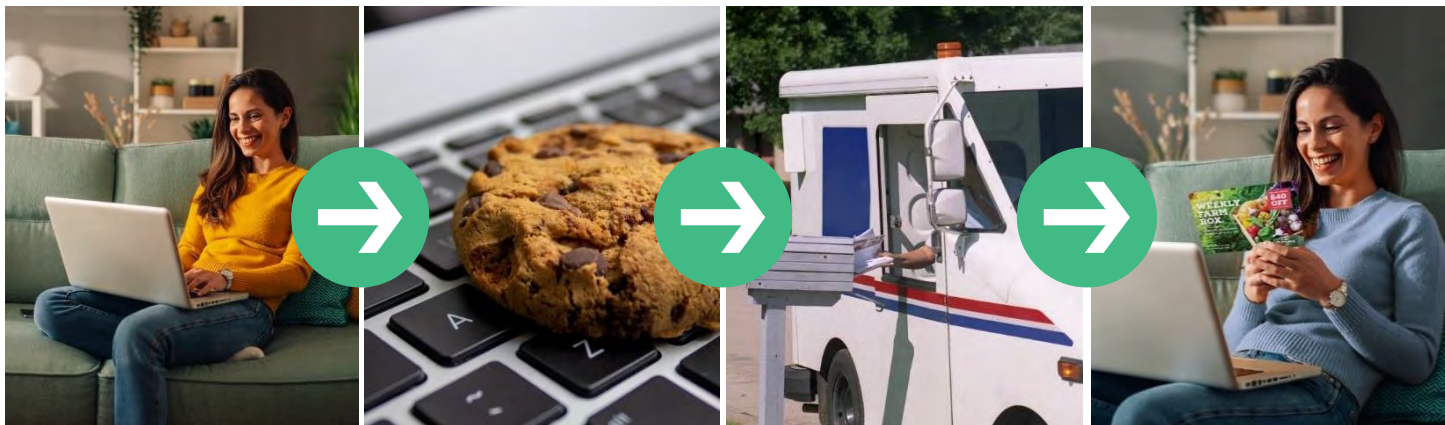
Increase the conversion of your web visitors.

- Leverage your existing search and web spend
- On average, 1%-3% of website visitors convert
- Digital retargeting programs can be seen as an annoyance now
- Postal retargeting is effective and non-intrusive



POSTCARD RETARGETING

Match direct mail to anonymous visitors.




Prospects
visit your
website

1st party cookies
are matched to a
database to
provide postal
addresses

Bounce back
“trigger” offer is
sent on postcard
to arrive within
2-5 days of visit

Offer can be
tied to general
site or specific
page or product

POSTCARD RETARGETING EXAMPLES



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10% OFF in-store on all lighting fixtures
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This offer is valid on all orders over
\$100. Excludes all sale items. Limit one per
customer. See store for details.

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Corvette

GET YOUR FREE
CORVETTE CATALOG
CALL TODAY.

\$15 OFF
on all Corvette
parts & accessories
over \$100

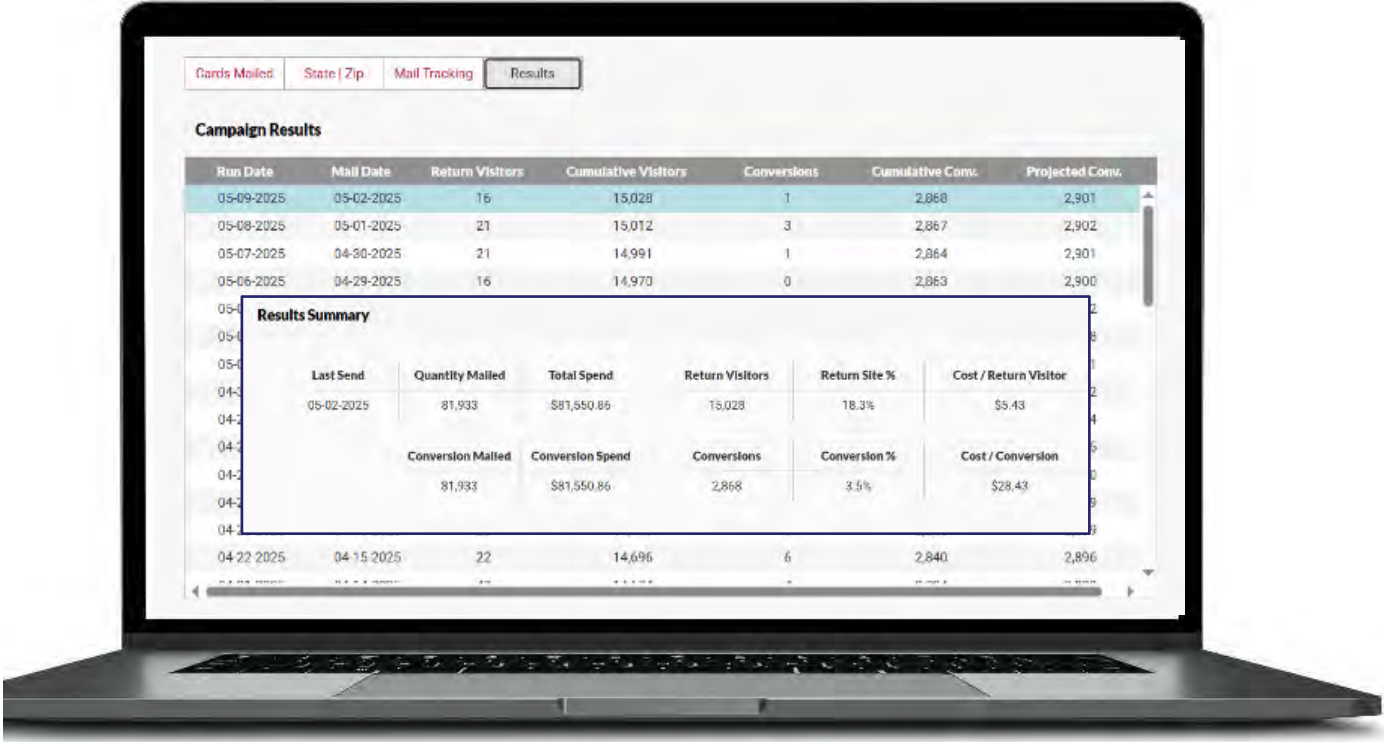
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POSTCARD RETARGETING

REPORTING



SEAMLESSLY CONNECT MAIL TO THE WEB WITH QR CODES

Use static QR codes to:

- Link prospects to interactive content such as video, webinar and podcasts
- Send prospects directly to a website or specific page that is context sensitive
- Directions to locations using “from current location” on Google Maps
- For salespeople for automated call or messaging



SEAMLESSLY CONNECT MAIL TO THE WEB WITH QR CODES

Use Personalized QR Codes:

- Link and pre-fill commerce and information forms
- Automated registration and RSVPs for conferences and events
- Personalized variable content delivered on a person-to-person basis
- Ability for the marketer to track visitors to websites through devices that utilize personalized QR codes.



Scan this QR code or visit
KeithGoodman.modernpostcard.com/seminar

Registration (Free)

Keith Goodman

keithg@modernpostcard.com

STAY HOME WE DELIVER

TESTING

Plan how you are going to test the results before you mail.

- Determine your KPIs with reasonable expectations
- Make sure that everybody is onboard and knows their part in the tracking process



TEST EVERYTHING

One program will always do better than the other.

- Formats
- Lists
- Offers
- Imagery
- With or without digital integration
- Copy

Never Stop Testing!



TRACKING THE RESULTS

- Promotional codes
- Coupons
- Call logs
- CRM
- Match-back analysis



MATCHBACK ANALYSIS

Add a control group to determine incremental lift in multi-channel campaigns.

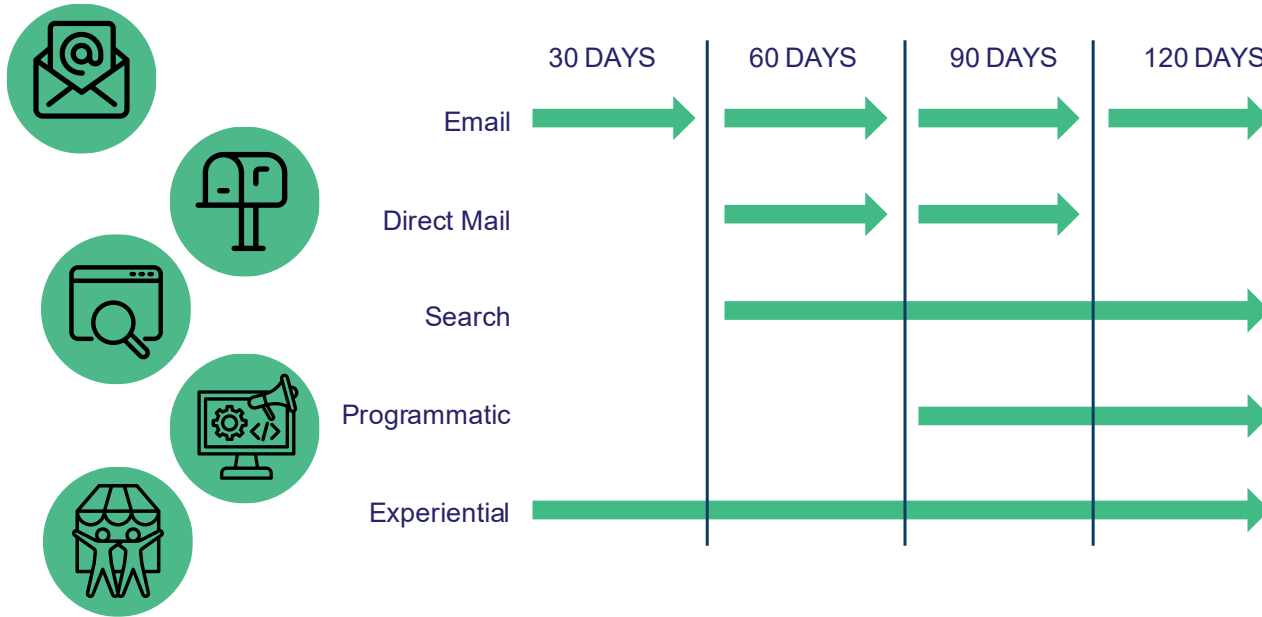
FT. Worth Breakdown			
Mail Count	DM Response Matches	Mail Response Rate	
30,916	336	1.087%	
Control Group Count	Control Match	Control Mail Response Rate	
6,199	20	0.32%	
DM Match Creative Breakdown		Incremental Lift Percentage	
N/A		Mail Response Rate	0.764 %

MATCHBACK ANALYSIS

Multi-Cell with omnichannel integration.

Creative	Mailed		Sales								Overall Results				
			Total		Active		Incremental Total		Incremental Active		Total Cost	CPS			
	Count	Percent	Rate	Sales	Rate	Sales	Rate	Sales	Rate	Sales		Total	Active	Incr Total	Incr Active
Cell A = 2IU311	107,830	16.93%	0.33%	360	0.26%	277	0.12%	126	0.12%	129	\$ 29,843.13	\$ 82.90	\$107.74	\$ 236.77	\$ 230.92
Cell B = 2IU312	105,747	16.60%	0.33%	352	0.28%	300	0.20%	217	0.18%	189	\$ 29,266.63	\$ 83.14	\$ 97.56	\$ 135.12	\$ 154.67
Cell C = 2IU314	106,842	16.77%	0.33%	349	0.26%	279	0.20%	214	0.15%	156	\$ 29,569.69	\$ 84.73	\$105.98	\$ 138.41	\$ 189.62
Cell D = 2IU315	107,629	16.89%	0.35%	374	0.28%	306	0.24%	263	0.20%	220	\$ 29,787.50	\$ 79.65	\$ 97.34	\$ 113.18	\$ 135.51
Cell E = 2IU316	51,920	8.15%	0.25%	132	0.20%	106	0.14%	70	0.09%	44	\$ 14,369.43	\$108.86	\$135.56	\$ 204.38	\$ 324.31
Cell F = 2IU317	52,736	8.28%	0.26%	135	0.19%	102	0.05%	24	0.08%	40	\$ 14,595.26	\$108.11	\$143.09	\$ 608.72	\$ 361.98
Cell G = 2IU321	52,229	8.20%	0.25%	129	0.18%	95	0.08%	43	0.02%	9	\$ 14,454.95	\$112.05	\$152.16	\$ 338.91	\$ 1,670.96
Cell H = 2IU322	52,147	8.19%	0.21%	108	0.16%	84	0.02%	9	0.09%	47	\$ 14,432.25	\$133.63	\$171.81	\$ 1,550.71	\$ 307.13

INTEGRATED MEDIA ATTRIBUTION



WE CAN HELP YOU GET NEW CUSTOMERS AND SALES

Contact us today to get started!



Keith Goodman

VP Corporate Sales and Marketing

keithg@modernpostcard.com ← *best way*

Phone: 760.692.3359

Mobile: 760.271.9932

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