



National Postal Forum

NATIONAL POSTAL FORUM | MAY 3-6, 2026 | PHOENIX, AZ

SUPERCHARGING **DIRECT MAIL**

WITH AI, ATTRIBUTION & OMNICHANNEL



A \$70B+ CHANNEL – NOW A PERFORMANCE ENGINE



\$70B+

Direct mail market
in 2025–2026

Source: Market.us
(2025)



4.4%

Average response rate
~30–40x higher
than email

Source: LettrLabs
(2025)



84%

Of marketers say direct
mail delivers the
highest ROI

Source: Postalytics
(2025)



70%+

Of recipients engage
with direct mail the
same day

Source: Postal.com
(2024)



97%

Of campaigns see a lift
with omnichannel
integration

Source: Postalytics
(2025)

DIRECT MAIL ISN'T JUST ALIVE – IT'S EVOLVING INTO A PERFORMANCE CHANNEL.

IT'S JUST BEEN FLYING BLIND.

Most campaigns lack visibility,
attribution and optimization.



No idea what
drives
response



No visibility
into what
works



Disconnected
from other
channels



Rising costs.
Flat or declining
results.



Hard to track.
Impossible to
optimize.



WE'RE SPENDING MORE

The cost of doing direct mail is rising—
while **results stay flat.**



**RISING PRINT, POSTAGE,
AND ACQUISITION COSTS**



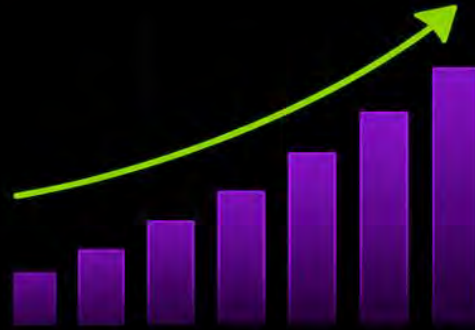
**MORE COMPETITION
FOR ATTENTION**



**PRESSURE TO JUSTIFY
ROI**



**DOING MORE OF THE SAME
ISN'T A STRATEGY—IT'S A RISK.**



PRINT



POSTAGE



ACQUISITION

**COSTS ARE UP.
MARGINS ARE DOWN.**

BUT LEARNING LESS

We're sending more mail—
but we're **learning less** about what works.



CAMPAIGNS AREN'T PRODUCING ACTIONABLE INSIGHTS

We can't connect mail to meaningful customer behavior.



LIMITED FEEDBACK LOOPS

We don't capture the right data, so we can't learn or improve.



NO CLEAR OPTIMIZATION PATH

Without data and attribution, there's no way to know what to do next.



YOU CAN'T IMPROVE WHAT YOU CAN'T SEE.
MORE MAIL WITHOUT INSIGHT IS JUST MORE NOISE.



THE RESULT?



MAIL



UNKNOWN INTERACTIONS



UNKNOWN OUTCOMES



MORE ACTIVITY.
LESS CLARITY.
WEAKER RESULTS.

NO VISIBILITY INTO WHAT WORKS

Without insight, every decision becomes a **guess**.



CREATIVE DECISIONS ARE **GUESSWORK**

We don't know what resonates.



NO TESTING FRAMEWORK

No way to compare.
No way to improve.



NO PERFORMANCE **BENCHMARKS**

No baseline. No standards.
No context.



INSIGHT ISN'T A LUXURY.

IT'S THE DIFFERENCE BETWEEN GUESSING AND GROWING.



THE RESULT:

YOU CAN'T IMPROVE WHAT YOU CAN'T SEE.



**YOU'RE INVESTING
WITHOUT INSIGHT.
YOU'RE GAMBLING
WITH YOUR BUDGET.**

DISCONNECTED CHANNELS

Your channels aren't working together—they're working in **isolation**.



DIRECT MAIL OPERATES IN ISOLATION

- Sent, but not connected
- Limited visibility
- No real-time data
- Hard to measure impact



DIGITAL CHANNELS OPERATE SEPARATELY

- Ads run on their own
- Website analytics live alone
- Social & search don't connect
- Data stays in silos



THE IMPACT: A DISCONNECTED STRATEGY



NO UNIFIED CUSTOMER JOURNEY

Gaps in messaging and experience.



SILOED DATA

No single source of truth.



MISSED OPPORTUNITIES

Channels don't reinforce each other.



WASTED BUDGET

Duplication, inefficiency, and poor ROI.



DISCONNECTION CREATES FRICTION.
INTEGRATION CREATES PERFORMANCE.



MAIL

+



DIGITAL

+



ALIGNMENT

=



GROWTH

GUESSWORK KILLS PERFORMANCE

Without data, you're flying blind.
Every decision becomes a risk.



POOR TARGETING WASTES BUDGET

- Wrong audience
- Low relevance
- Low response
- High cost per lead



WEAK CREATIVE REDUCES RESPONSE

- Missed messaging
- Unclear offers
- No emotional impact
- Ignored by recipients



LACK OF DATA PREVENTS IMPROVEMENT

- No tracking
- No insights
- No learning
- No optimization

THE CONSEQUENCE: STAGNANT RESULTS



LOWER RESPONSE RATES

Fewer leads.
Less revenue.



HIGHER COSTS

More spend.
Less efficiency.



MISSED OPPORTUNITIES

Competitors win.
You fall behind.



NO IMPROVEMENT CYCLE

Same mistakes.
Same results.
Over and over.



GUESSWORK IS EXPENSIVE.
DATA-DRIVEN DECISIONS ARE PROFITABLE.



STOP GUESSING.
START PERFORMING.

THE **NEW ERA** OF DIRECT MAIL.

Direct mail is evolving into a fully trackable, data-driven channel.



Data-Driven

Powered by data,
not guesswork



Omnichannel

Integrated with
digital channels



Measurable

Built for
measurable
performance



THIS IS THE SHIFT



MARKETING IS BECOMING
FULLY MEASURABLE.



EVERY CHANNEL IS EXPECTED
TO SHOW ROI.

FROM: GUESSWORK



MAIL SENT

UNKNOWN
INTERACTIONS

UNKNOWN
OUTCOMES

✗ Limited visibility | ✗ No attribution | ✗ No optimization

TO: MEASURABLE PERFORMANCE



MAIL
SENT

TRACK
& CAPTURE

MATCH
& IDENTIFY

RETARGET
& ENGAGE

CONVERT
& MEASURE

✓ Full visibility | ✓ Clear attribution | ✓ Continuous optimization



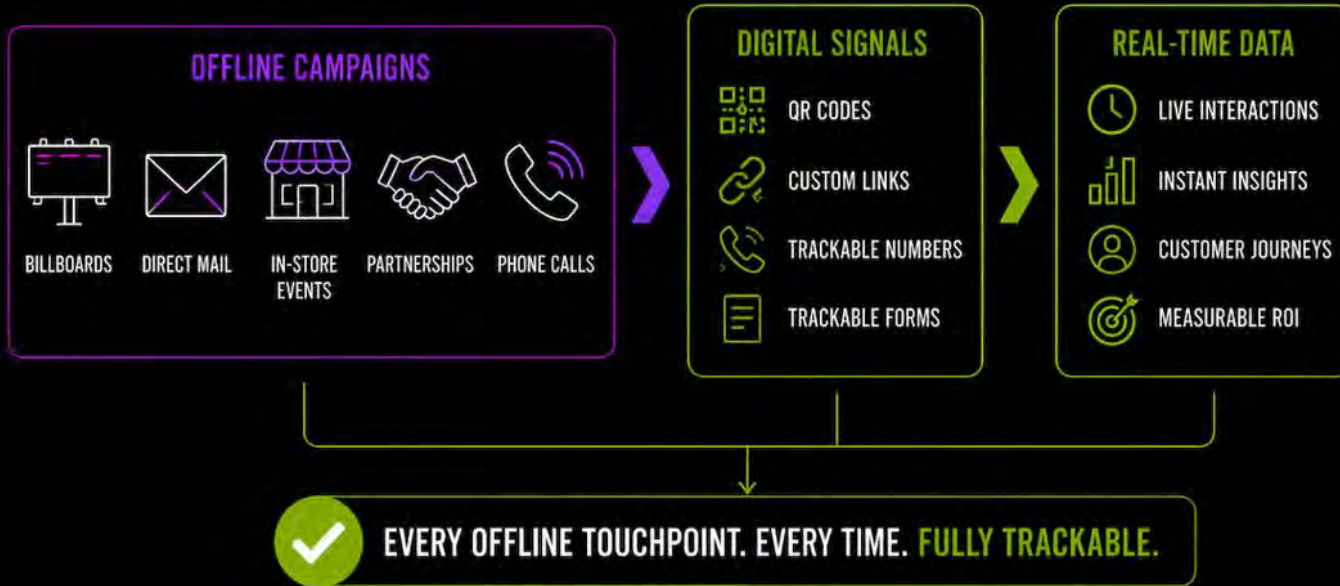
THE SHIFT IS SIMPLE:
FROM HOPE TO DATA.



BETTER DATA = BETTER DECISIONS
BETTER DECISIONS = BETTER RESULTS

OFFLINE → FULLY TRACKABLE

- Digital signals connected to physical campaigns
- Real-time data from offline interactions



OMNICHANNEL INTEGRATION MULTIPLIES DIRECT MAIL IMPACT.

The right touch. The right channel. **The right results.**



1. HIGHER RESPONSE RATES

Omnichannel campaigns see up to 2-3x higher response than single-channel efforts.



2. GREATER ENGAGEMENT

89% of consumers engage with direct mail more when it's part of a multi-channel journey.



3. HIGHER CONVERSION

Integrated campaigns drive 20-30% more conversions and revenue.



4. STRONGER BRAND RECALL

Consistent messaging across channels increases brand recall by up to 70%.



5. BETTER CUSTOMER EXPERIENCE

Deliver relevant, timely and coordinated touches that build trust and loyalty.



ONE MESSAGE. MULTIPLE TOUCHPOINTS. EXPONENTIAL RESULTS.

MEASURABLE. ATTRIBUTABLE. PROVABLY EFFECTIVE.

Modern measurement connects mail to meaningful actions and **real business outcomes**.

HOW WE MEASURE SUCCESS



MAIL TRACKING

Unique IDs, barcodes, QR codes & PURLs tie every piece to a response.



CALL & TEXT TRACKING

Dynamic numbers capture inquiries and measure ROI in real time.



ONLINE & OFFLINE ATTRIBUTION

Match mail interactions to website visits, conversions and downstream revenue.



DATA INTEGRATION

Connect mail data with CRM, CDP & ad platforms for closed-loop reporting.



INCREMENTAL LIFT ANALYSIS

Isolate the true impact of mail across audiences, channels and time.

MAIL DRIVES REAL RESULTS ACROSS THE FUNNEL

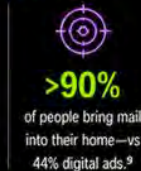


MAIL + DIGITAL = MAX IMPACT



of marketers say direct mail performs better when integrated with digital channels.⁶

INDUSTRY-WIDE PROOF



WHAT GETS MEASURED, GETS IMPROVED. WHAT GETS ATTRIBUTED, GETS INVESTED.

Sources:

1. USPS / Marketreach, 2023
2. LettrLabs, 2025
3. Data & Marketing Association (DMA), 2023
4. Epsilon / USPS, 2023
5. Temkin Group, 2023
6. Postalalytics, 2024
7. Postalalytics, 2024
8. Data & Marketing Association (DMA), 2023
9. Canada Post / True Impact, 2023
10. Experian, 2023

REAL WORLD RESULTS. ACROSS INDUSTRIES.

Integrated mail + digital campaigns that drive **measurable impact and real business growth.**

AVERAGE RESULTS ACROSS OUR CLIENTS



2-3x
HIGHER RESPONSE RATES
vs. single channel



20-30%
MORE CONVERSIONS
with integrated attribution



15-30%
LOWER ACQUISITION COSTS
through optimization



40-60%
HIGHER LIFETIME VALUE
from improved retention



2x
MORE REFERRALS
from mail-driven customers



FINANCIAL SERVICES

Regional Bank

Integrated direct mail, email, and informed delivery to acquire high-value checking accounts.

CHANNELS USED



DIRECT MAIL



EMAIL



INFORMED DELIVERY



SEARCH

RESULTS

2.6x

RESPONSE RATE INCREASE

28%

LOWER CPA

\$3.2M

INCREMENTAL DEPOSITS



RETAIL

National Home Goods Retailer

Multi-channel campaign driving in-store visits and online sales for a seasonal promotion.

CHANNELS USED



DIRECT MAIL



EMAIL



SMS/TEXT



YOUTUBE



GEO TARGETING

RESULTS

24%

LIFT IN SALES

31%

HIGHER AOV

18%

INCREASE IN NEW CUSTOMERS



HOME SERVICES

Roofing Company

Targeted mail + digital campaign to generate high-quality leads in specific service areas.

CHANNELS USED



DIRECT MAIL



ADDRESSABLE GEO



CALL/TEXT TRACKING



SEARCH

RESULTS

3.1x

MORE LEADS

27%

LOWER CPL

42%

INCREASE IN BOOKED JOBS



INSURANCE

National Insurance Provider

Retention-focused campaign using mail, email, and call tracking to reduce churn and grow policy value.

CHANNELS USED



DIRECT MAIL



EMAIL



CALL TRACKING



DEMAND GEN

RESULTS

45%

REDUCTION IN CHURN

3.4x

POLICY CROSS-SELL INCREASE

\$2.7M

INCREMENTAL REVENUE



REAL DATA. **SMART STRATEGY.** POWERFUL RESULTS.

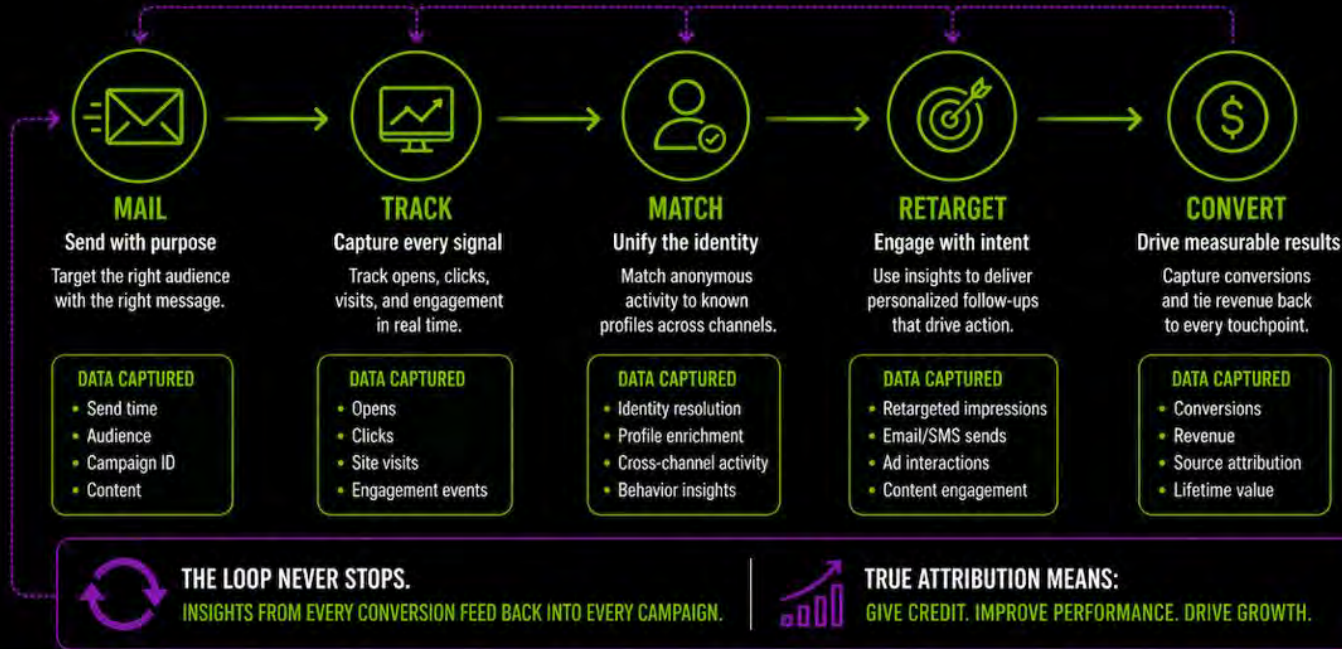
Every campaign is unique.
Every result is measurable.



LET'S BUILD YOUR
SUCCESS STORY.

ATTRIBUTION IN ACTION: MAIL → TRACK → MATCH → RETARGET → CONVERT

- Continuous feedback loop
- Every interaction tracked



KEY OUTCOME: MEASURABLE IMPACT. CONTINUOUS GROWTH.



HIGHER RESPONSE RATES

Relevant messages to the right audiences drive more opens, clicks, and engagement.

+35%

AVERAGE RESPONSE LIFT



MORE MEASURABLE ROI

Attribution connects every touchpoint to outcomes—so you see what's working and what's not.

+28%

ROI IMPROVEMENT



CONTINUOUS OPTIMIZATION

Real-time data and feedback loops fuel smarter decisions and stronger performance over time.



IMPROVEMENT NEVER STOPS



BETTER DATA. BETTER DECISIONS. BETTER RESULTS.

Direct mail, fully tracked and optimized, becomes one of your most powerful growth engines.

AI IS TRANSFORMING DIRECT MAIL.

Artificial intelligence unlocks precision, personalization and performance at scale.



Smarter Targeting

AI identifies high-value prospects most likely to respond.



Personalized at Scale

Dynamic offers, creative and copy tailored to each audience.



Predictive Optimization

AI predicts the best offer, format, and timing for maximum impact.



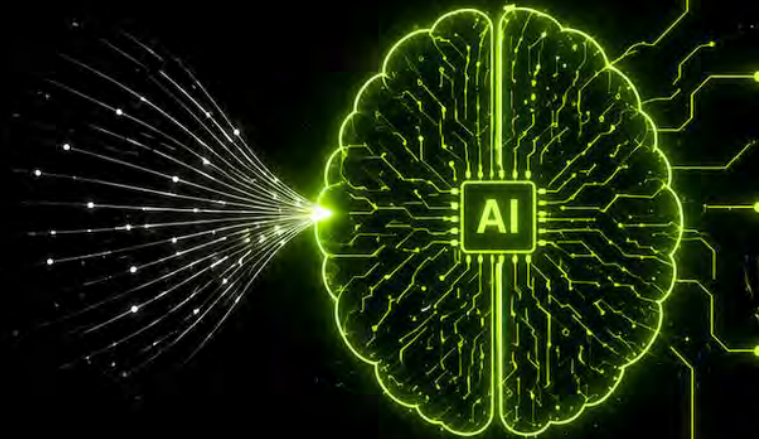
Continuous Learning

Every campaign gets smarter, driving better results over time.



More ROI, Less Waste

AI reduces waste and increases ROAS across every campaign.



RIGHT PEOPLE

Better targeting



RIGHT MESSAGE

Personalized creative & offers



RIGHT TIME

Optimal timing for higher response



BETTER RESULTS

Higher response & conversions



HIGHER ROI

More revenue, less wasted spend

AI TURNS DIRECT MAIL FROM A BROAD REACH CHANNEL INTO A PRECISION PERFORMANCE MACHINE.

OPTIMIZE CREATIVE

- Analyze winning elements
- Headlines, colors, offers
- Improve response rates

CREATIVE ELEMENTS

- T HEADLINES**
"Limited Time vs. Last Chance"
- COLORS**
"Red vs. Green vs. Blue"
- OFFERS**
"20% Off vs. Free Shipping"
- IMAGES**
"Product vs. Lifestyle vs. Graphic"
- FORMATS**
Static vs. Animated vs. Video

THE OPTIMIZATION LOOP



AI FINDS WHAT WORKS

- PREDICTS WINNERS**
AI predicts which elements will perform best.
- DEEPER INSIGHTS**
Uncover subtle patterns humans might miss.
- FASTER LEARNING**
Continuously learns and adapts in real time.
- BETTER RESULTS**
Higher response rates and stronger campaign performance.



**BETTER CREATIVE.
BETTER RESPONSE. BETTER ROI.**

+25-40%
AVERAGE LIFT IN
RESPONSE RATES

2-3x
IMPROVEMENT IN
TOP PERFORMERS

LOWER CPA
MORE EFFICIENT SPEND,
HIGHER RETURNS

CONTINUOUS IMPROVEMENT

- Learn from campaign performance
- Adjust in real time
- Scale what works




WE LEARN FROM EVERY SIGNAL

- OPENS**
What subject lines drive opens
- CLICKS**
Which content drives interest
- BEHAVIOR**
How audiences engage across channels
- CONVERSIONS**
What converts and why
- ROI**
Which campaigns drive the best returns



SMARTER OVER TIME

- AI-POWERED INSIGHTS**
Identify patterns humans might miss
- REAL-TIME ADAPTATION**
Adjust campaigns instantly as performance shifts
- SCALABLE SUCCESS**
Double down on what drives the best results
- SUSTAINABLE GROWTH**
Continuous optimization leads to compounding ROI

-  **IMPROVEMENT NEVER STOPS.**
EVERY CAMPAIGN GETS BETTER THAN THE LAST.
-  **+20-50%**
AVERAGE LIFT FROM COH CONTINUOUS OPTIMIZATION
-  **LOWER CPA**
MORE EFFICIENT SPEND, MORE CONVERSIONS
-  **HIGHER ROI**
BETTER PERFORMANCE AT EVERY STAGE

LESS GUESSING. MORE WINNING.

- Data-driven decisions
- Higher ROI
- Smarter campaigns

FROM GUESSWORK



Gut-based decisions
Rely on assumptions, not insights.



Limited visibility
Hard to track what's working.



Wasted budget
Spend more to find what should have been obvious.



Lower results
Missed opportunities,
lower response rates.



TO DATA-DRIVEN WINNING



Data-driven decisions
Make every move with confidence.



Full visibility
See what's working in real time.



Smarter spending
Invest in what drives the best results.



Higher performance
Better response rates.
Stronger ROI.

THE RESULT



2-5X
HIGHER ROI



+25-50%
HIGHER RESPONSE RATES



LOWER CPA
MORE EFFICIENT SPEND



STRONGER RESULTS
ACROSS EVERY CAMPAIGN



STOP GUESSING. START WINNING.

Data, attribution, and AI working together to deliver better results—every time.



BETTER INSIGHTS.
BETTER ACTIONS.
BETTER OUTCOMES.

YOUR COMPETITORS SHOW YOU WHAT WORKS

- Direct mail is visible
- Competitor strategies are accessible

DIRECT MAIL IS VISIBLE

You can see what your competitors are sending, testing, and promoting.



IN YOUR MAILBOX

See their offers, designs, and messaging.



EASY TO TRACK

Monitor frequency, timing, and campaign patterns.



COMPARE & ANALYZE

Identify what they promote, how they position, and who they target.



UNCOVER WHAT WORKS

Use their tests to shortcut your learning curve.



COMPETITOR STRATEGIES ARE ACCESSIBLE

Their mail reveals what they believe will drive attention, engagement, and response.



SEE WHAT THEY TARGET

Offers, audiences, and value propositions.



SPOT THEIR ANGLES

Messaging, positioning, and calls to action.



TRACK THEIR TIMING

Mail frequency, seasonality, and campaign cycles.



FIND PERFORMANCE CLUES

Double down on what's working in your market.



THEY TEST. YOU OBSERVE. YOU WIN.

Leverage visible intelligence to make **smarter decisions**, **reduce risk**, and **improve results**.



LEARN FASTER

See what works without starting from scratch.



MAKE SMARTER MOVES

Improve your offers, messaging, and campaign strategy.



STAY AHEAD

Turn competitor insights into your competitive edge.

SEE REAL CAMPAIGNS

- Analyze active mail campaigns
- Identify trends and patterns

EXAMPLES OF ACTIVE MAIL CAMPAIGNS

You May Qualify for
TAX RELIEF
Up To \$7,265*

- ☑ Reduce what you owe
- ☑ Resolve tax debt
- ☑ Stop wage garnishments
- ☑ Free consultation.

SEE IF YOU QUALIFY

REPLY BY: 05/31/24

FINANCIAL

Strong offer highlighted with clear CTA.

Transform Your Home This Season!



FREE ESTIMATE
NO OBLIGATION

ROOFING SOONING WINDOWS GUTTERS

HOME SERVICES

Seasonal appeal with free offer to drive response.

Discover the Lifestyle You Deserve



SCHEDULE YOUR PERSONAL TOUR TODAY!

SENIOR LIVING

Emotional connection with clear next step.

DEBT RELIEF IS POSSIBLE

Take Control of Your Finances

- ☑ Reduce debt
- ☑ Lower monthly payments
- ☑ Become debt free faster

GET YOUR FREE DEBT ANALYSIS

REPLY BY: 05/31/24

DEBT RELIEF

Emollem/solution messaging with urgent CTA.

EXCLUSIVE OFFER JUST FOR YOU!

20% OFF YOUR ORDER

USE CODE: SAVE20

REPLY BY: 05/31/24

RETAIL

Incentive-driven offer with promo code.

WHAT WE CAN ANALYZE



OFFER ANALYSIS

What types of offers are being used most?



AUDIENCE INSIGHTS

Who are they targeting and how?



CREATIVE TRENDS

What headlines, visuals, and formats stand out?



TIMING & FREQUENCY

How often are they mailing and when?



RESPONSE DRIVERS

What's likely driving the best results?



SEE WHAT'S WORKING. DO IT BETTER.

Real campaigns. Real insights. Real results.
Use **competitor intelligence** to inform your strategy and stay ahead.



SEE MORE

Get visibility into what others are doing right now.



LEARN FASTER

Identify winning strategies and avoid guessing.



WIN MORE

Apply insights to create stronger campaigns.

IDENTIFY WINNING TACTICS

- Offers, headlines, formats
- Creative elements that drive response

THE 3 KEY DRIVERS OF RESPONSE



OFFERS

What motivates action

TOP PERFORMING OFFERS

- ✓ % Off / Dollar Savings
- ✓ Limited Time Deals
- ✓ Free Gift / Bonus
- ✓ No Payments / Low Rates
- ✓ Risk-Free Guarantees



Stronger offers drive more responses.



HEADLINES

What grabs attention

TOP PERFORMING HEADLINES

- ✓ Benefit-Driven
- ✓ Curiosity-Driven
- ✓ Urgency / Time-Sensitive
- ✓ Personalized / Local
- ✓ Question Headlines



Stronger headlines increase opens and reads.



FORMATS

How it's delivered

TOP PERFORMING FORMATS

- ✓ Postcards
- ✓ Letters (Short & Personal)
- ✓ Self-Mailers
- ✓ Oversized Mailers
- ✓ Multi-Page / Booklets



The right format boosts engagement and response.



CREATIVE ELEMENTS THAT DRIVE RESPONSE



COLORS

High contrast and brand colors stand out.



TYPOGRAPHY

Bold, large, and easy to read wins.



IMAGES

People, homes, and products build trust.



CALLS TO ACTION

Clear, specific, and easy next steps convert.



PROOF ELEMENTS

Testimonials, reviews, ratings, and credentials increase credibility.



URGENCY SIGNALS

Deadlines, limited supply, and countdowns create action.



FIND WHAT WORKS. DO MORE OF IT.

Identify winning offers, headlines, and formats so you can replicate success and improve performance.



HIGHER RESPONSE

Leverage proven elements that drive action.



BETTER ROI

More responses lead to more customers.



COMPETITIVE EDGE

Use insights to stay ahead and outperform the competition.

GENERATE LEADS

- Identify active advertisers
- Build prospect lists
- Target high-value clients

1. IDENTIFY ACTIVE ADVERTISERS

Find businesses that are actively investing in direct mail.



- ✓ Monitor mail in your target markets
- ✓ Spot businesses running campaigns
- ✓ Verify activity, offers, and frequency



Focus on businesses that are already marketing.



2. BUILD PROSPECT LISTS

Turn insights into actionable prospect lists.



- ✓ Capture business name and contact info
- ✓ Categorize by industry and offer type
- ✓ Score by opportunity and potential



Organized lists. Qualified prospects. Ready to reach out.



3. TARGET HIGH-VALUE CLIENTS

Focus your outreach on the best opportunities.



- ✓ Prioritize high-value industries
- ✓ Target businesses with strong offers
- ✓ Focus on areas with high mail volume



Reach the right people. Close more deals.



TURN MAIL ACTIVITY INTO SALES OPPORTUNITY.

Find active mailers. Build targeted lists. Win more high-value clients.



MORE PROSPECTS

Consistent pipeline of new leads.



BETTER TARGETING

Focus on businesses already investing.



HIGHER CLOSE RATE

Reach qualified high-value clients.



GROW YOUR BUSINESS

More clients. More revenue.

COMPETITIVE ADVANTAGE

- Faster learning curve
- Better decision-making
- Stronger campaigns



**KNOW MORE.
ACT FASTER.
WIN MORE.**



1. FASTER LEARNING CURVE

Access proven insights so you learn faster and avoid costly mistakes.

- ✓ See what's working now
- ✓ Learn from real campaigns
- ✓ Skip the guesswork



Start smarter. Get results sooner.



2. BETTER DECISION-MAKING

Make confident, data-driven decisions that drive performance.

- ✓ Identify what drives response
- ✓ Compare offers and strategies
- ✓ Allocate budget where it performs



Better decisions. Better results.



3. STRONGER CAMPAIGNS

Build campaigns that outperform the competition.

- ✓ Use winning offers and messaging
- ✓ Optimize creative and formats
- ✓ Improve response and ROI



Stronger campaigns.
Stronger results.



THE COMPETITIVE EDGE IS YOURS.

Leverage competitive intelligence to make smarter moves, outperform the competition, and grow your business.



SEE MORE

Visibility into what others are doing.



KNOW MORE

Insights that reveal what works.



DO MORE

Take action with confidence.



ACHIEVE MORE

Outperform the competition and drive growth.

DIRECT MAIL ISN'T GOING AWAY

- Still one of the most effective channels

WHY DIRECT MAIL STILL DELIVERS



PHYSICAL. PERSONAL.

It gets noticed in a digital world.



HIGHER RESPONSE RATES

Outperforms many digital channels.



BUILDS TRUST AND CREDIBILITY

Tangibility creates confidence.



REACHES THE RIGHT AUDIENCE

Target by location, demographics, and behavior.



BEACES REAL RESULTS

Proven to generate leads, calls, and sales.



THE CHANNEL MAY EVOLVE, BUT ITS IMPACT REMAINS.



TIMELESS AND TRUSTED

A channel people open and engage with.



COMPLEMENTS DIGITAL

Works even better as part of a multi-channel strategy.



DRIVES ACTION AND RESULTS

From awareness to response to revenue.



RELIABLE. MEASURABLE. PROFITABLE.

Consistently delivers a strong return on investment.



DIRECT MAIL ISN'T JUST RELEVANT—IT'S ESSENTIAL.

Now and in the future.



DON'T FOLLOW THE TREND. LEAD WITH WHAT WORKS.



Direct mail continues to deliver where it matters most.

BUT IT IS **EVOLVING**

- Becoming smarter, faster, measurable

DIRECT MAIL IS GETTING BETTER WITH EVERY ADVANCEMENT.

SMARTER DATA



Better data and targeting deliver mail to the right audiences.

FASTER EXECUTION



Streamlined platforms and automation speed up every step.

MORE PERSONALIZED



Personalized offers and relevant messaging drive stronger responses.

EASY TO MEASURE



Track results, response rates, and ROI with greater accuracy.

INTEGRATES WITH DIGITAL



Works seamlessly with digital channels for maximum impact.

THE FUTURE OF DIRECT MAIL IS HERE.



Smarter targeting.
Less waste.



Faster turnarounds.
More agility.



More relevant.
More personal.



Measurable results.
Proven ROI.



Stronger integration.
Greater impact.



ADAPT. EVOLVE. STAY AHEAD.



Direct mail isn't just keeping up—it's leading the way.
Smarter. Faster. Measurable. More Effective Than Ever.



Every mail piece should be:



TRACKABLE

Know where it goes.
Track every response.



MEASURABLE

Measure what matters.
Prove what performs.



OPTIMIZED

Test, learn, and improve.
Optimize for better results.



MULTI-CHANNEL

Integrate with digital.
Deliver a seamless journey.



BETTER DATA. BETTER DECISIONS. BETTER RESULTS. EVERY TIME.

Thank you!

Connect with
Payton:



Enter to Win a
\$100 Amazon
Gift Card:

