

The SPC Marketing Mail Panel Discussion

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Areas We Will Explore

- **Data Segmentation**
 - How do you build targeted audiences
- **Execution**
 - How are you leveraging data assets to drive higher mail performance
- **Postage**
 - Mailing more efficiently to gain postage savings
- **Testing Philosophies**
 - Testing different audiences, sample sizes, packages, etc.
- **Postal Promotions**
 - The value you are receiving and what would benefit your company as a promotion

THANK YOU FOR JOINING US!

Connect with me!

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