



# Drive Mail Growth with Tech Innovations

May 6, 2025



Direct mail.

*Digitally powered.*

Create, target, print, and track personalized mail – all in one place.



Dave Krawczuk

*Vice President,  
Print Strategy*



## What to expect today

Everyday direct mail campaigns are given the opportunity to incorporate innovations to make it more relevant.

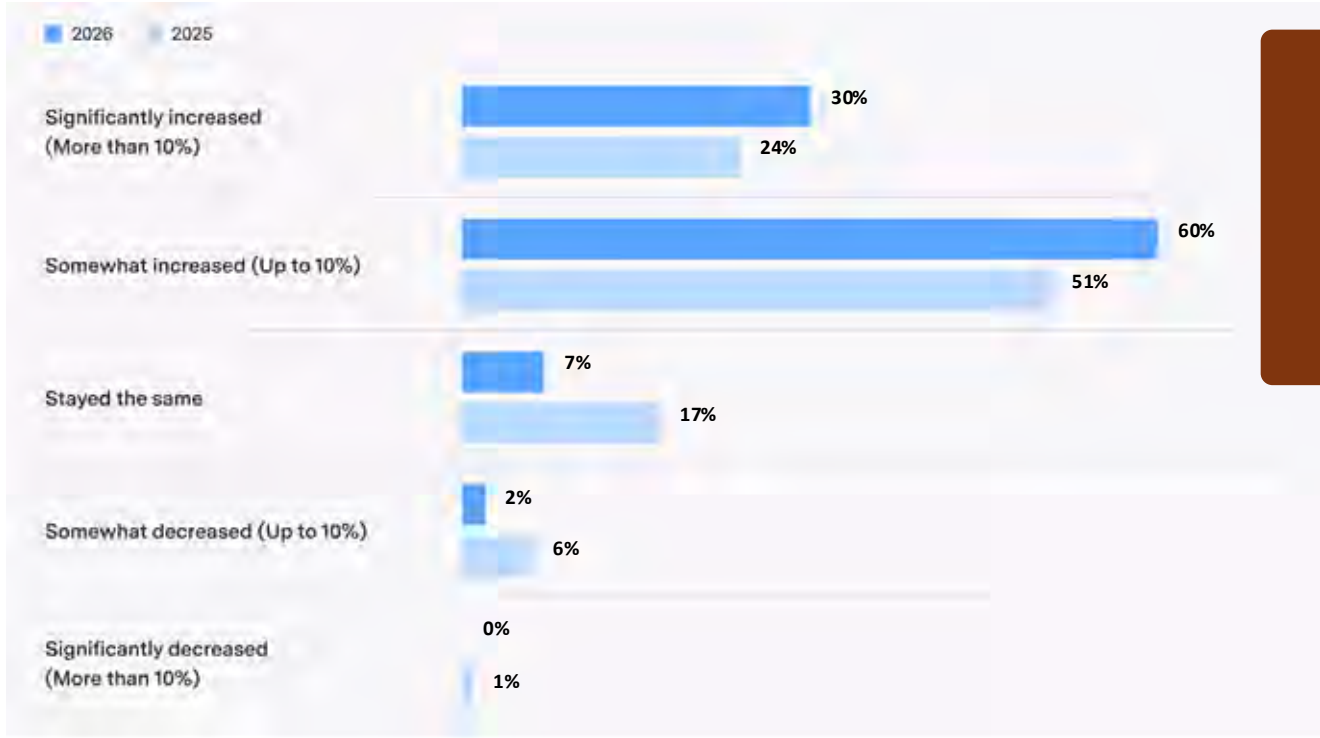
In this session we will talk about making something more than just a postcard or an envelope.

Tech-Driven Data Advantages – analytics, AI, automation, and digital integration

# Direct mail is earning a bigger slice of marketing budgets

*Ninety percent of companies are increasing their direct mail budgets in 2026*

# How has your company's 2026 allocation of marketing budget to direct mail changed compared to 2025?

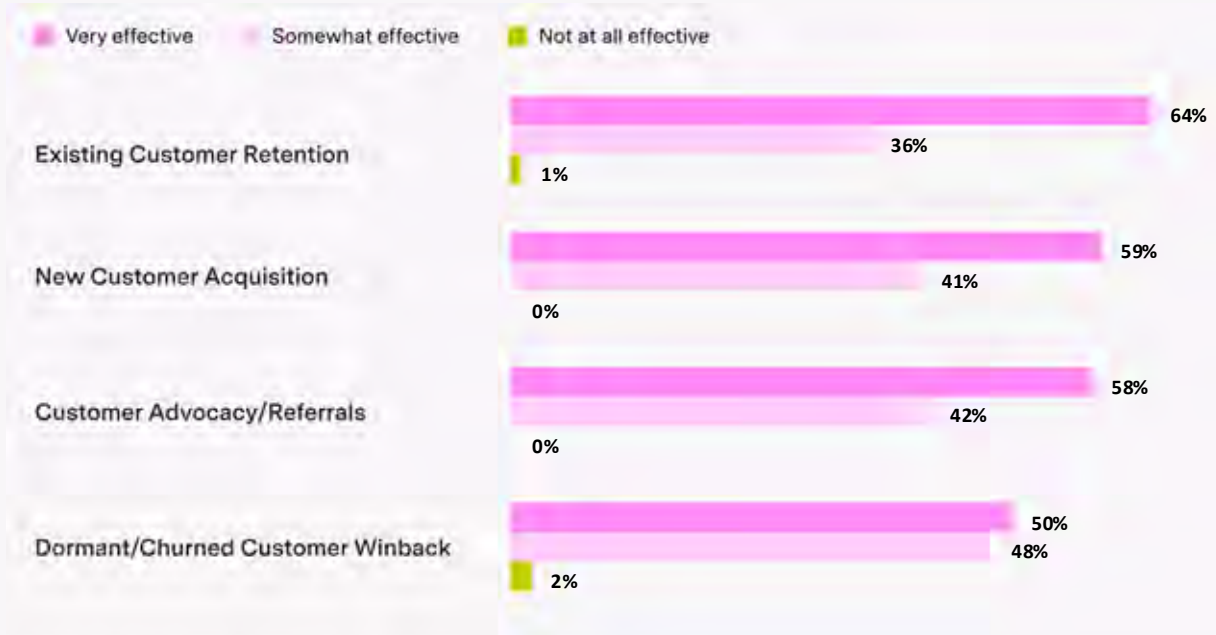


## *Bigger budgets pay off.*

High-ROI organizations are more likely to have increased their allocation toward direct mail this year.

# Direct mail is a *full-funnel channel*.

How effective is direct mail in meeting the following campaign goals?



**98% of business leaders** rate direct mail as effective in dormant/churned customer winback.

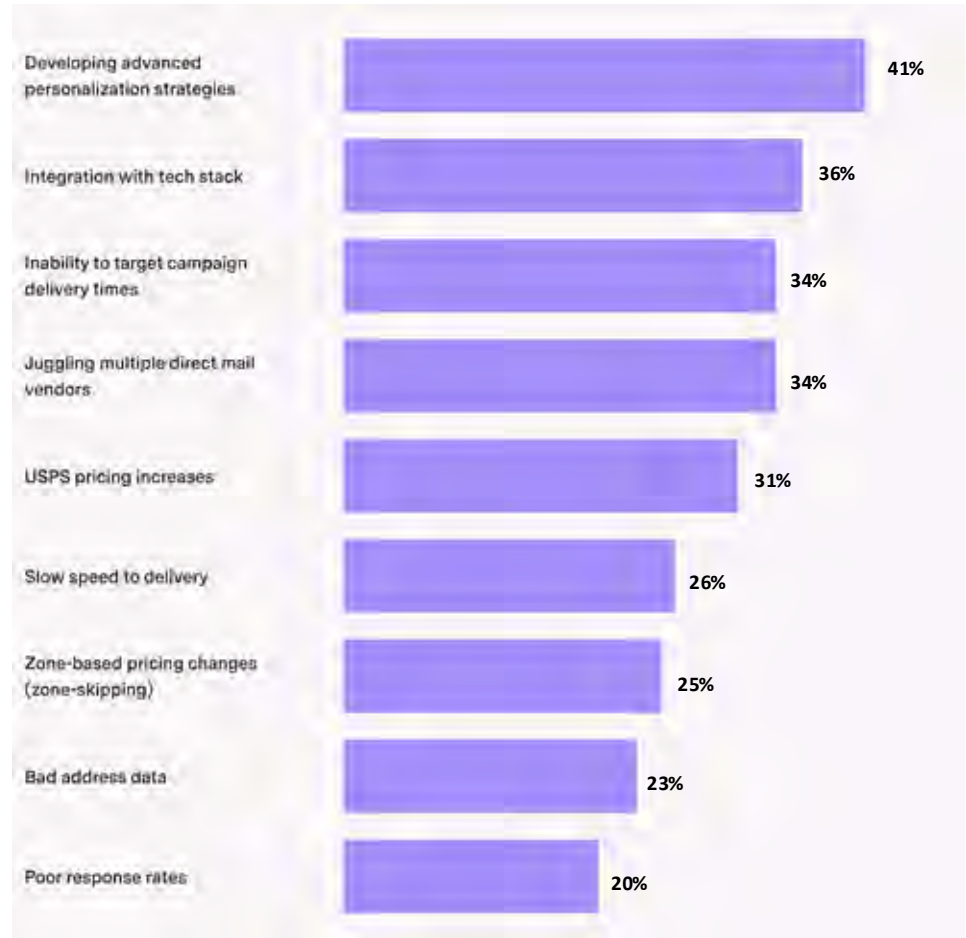
# Personalization, connected tech drives performance.

*Ninety-six percent of leaders say  
personalization lifts results, but the strongest  
campaigns use behavior, preferences, and  
milestones to deliver perfectly timed mail.*

# Top challenges in direct mail in 2026

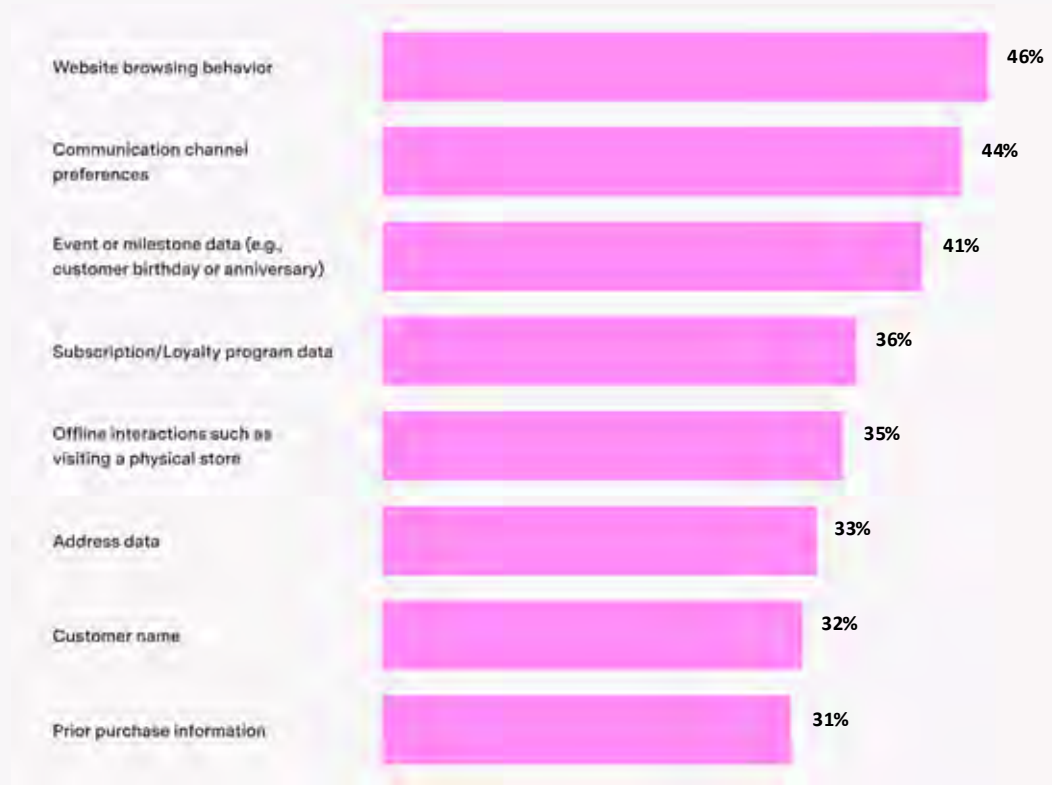
41%

Say that **Developing advanced personalization strategies** is their biggest challenge



Personalization works best when data does the heavy lifting.

Which of the following data attributes used to personalize your direct mail campaigns have been impactful in driving response?



# How do you do it?

# Main Street Coffee



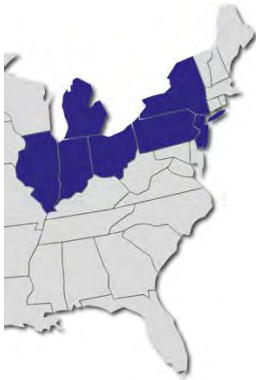
Fictional Coffee Shop



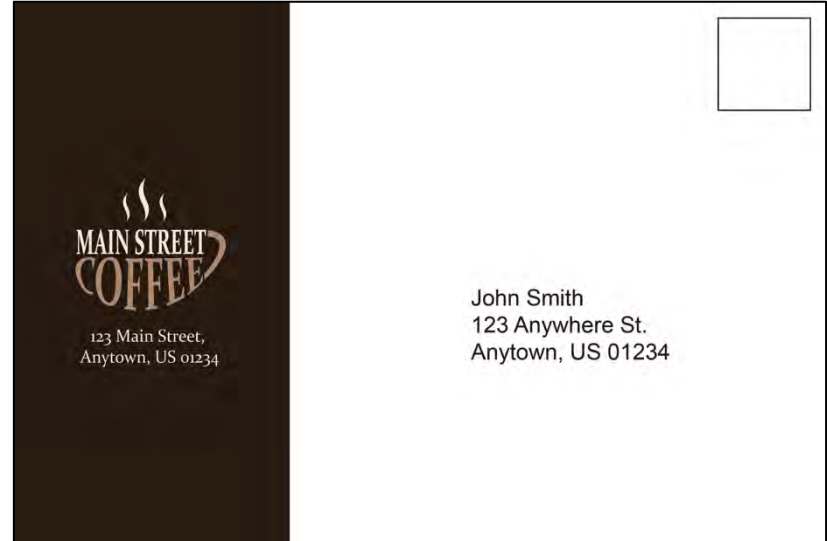
Upgrading Direct Mail



Regional Presence – looking to get more traffic into their shops



## Main Street Coffee – Their first Try!



What are they missing?

EVERYTHING!

# Multiply your direct mail ROI

## How to get started:



Integrate your CRM, automation tools, and audience data platforms with direct mail.



Expand your audience targeting to include interest-based targeting and lookalikes to reach the right customers at the right time.



Feature products relevant to past purchases, searches, or abandoned carts.



Localize mailpieces with information such as nearby store events.

## Your personalization checklist



Basic personalization isn't enough! Go beyond just adding a customer's name.



Leverage loyalty data, browsing behavior, and communication preferences.



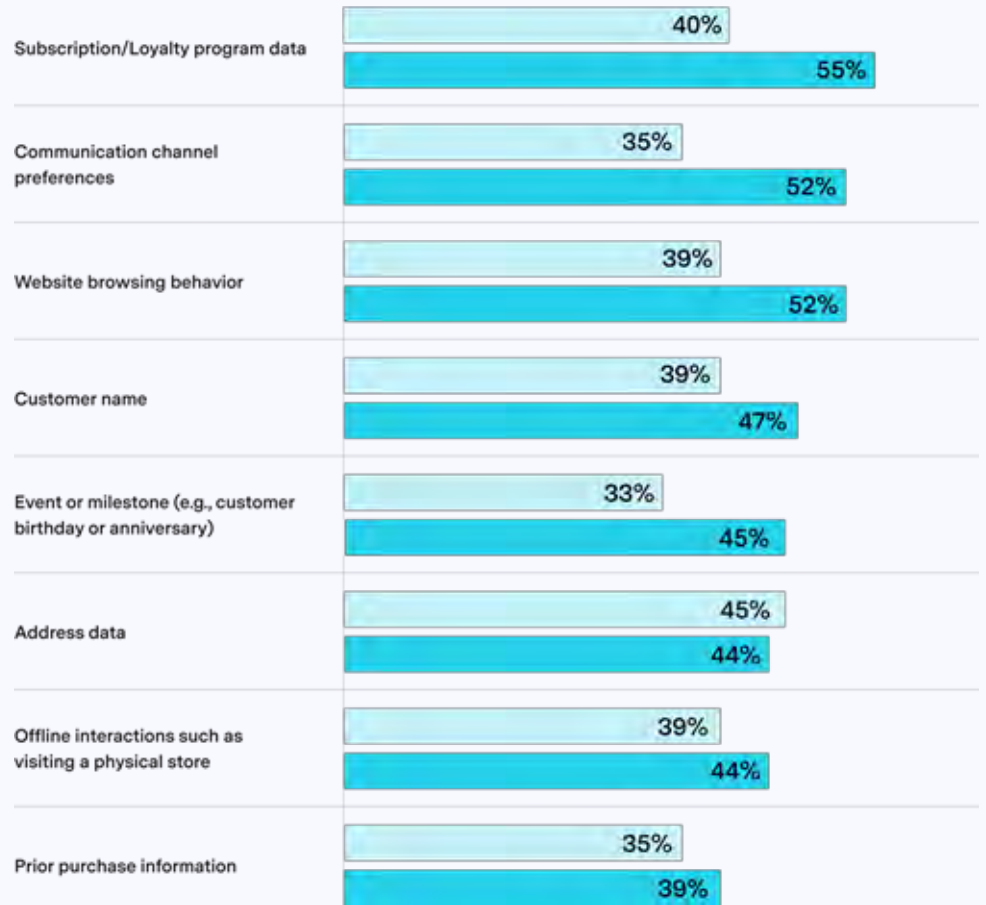
Make direct mail feel truly relevant and impactful.

# Advanced personalization for maximum impact

*Data attributes respondents are using to personalize direct mail campaigns*

Marketing teams with **direct mail automation platforms** are much more likely to personalize mail using a variety of different data attributes.

 No partner       Has software/technology platform partner



# Main Street Coffee

✓ Name

✓ Address

✓ Demographics

✓ Customer History

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	
1	Title	First Name	Middle Initial	Last Name	Address 1	City	State	Zip Code	Country	Email Address	Username	Telephone Number	Age	C/CType	CCNumber	CV2	CCExpires	NationalID	Latitude	Longitude	Gender	
2	Mrs.	Vincenza	E	Delucci	1077 Hill Place	Rosewood	TX	75644	US	VincenzaDelucci@covox.de	Witch	903-725-0030		53	MasterCard	5444729627644886	562	2/2019	459-70-2468	52-719566	65-180825	female
3	Mrs.	Melissa	C	Cardoso	3489 Massachusetts Avenue	Washington	DC	20007	US	MelissaCavalantiCardoso@rhyta.com	Wayned	202-672-9049		66	MasterCard	5859949903366511	675	5/2021	577-54-2655	38-9849	77-166029	female
4	Mr.	Joseph	O	Lundin	1235 Briarwood Road	Springfield	MO	65806	US	JosephLundin@rhyta.com	Momy1979	417-833-1752		58	MasterCard	5384473353101881	256	8/2023	484-06-4177	57-171168	65-3260423	male
5	Mrs.	Leticia	R	Gonzales	4683 Bryan Avenue	Edgemoor	MN	55121	US	LeticiaRodriguezGonzales@btanyep.com	Tatsumi1348	851-239-9428		58	MasterCard	5447015621940153	550	6/2020	468-06-2363	54-761168	65-310293	female
6	Mrs.	Tonya	C	Banks	2119 Echo Lane	Hastings	NE	68058	US	TonyCBanks@telworm.us	Rail1938	269-945-4772		79	Visa	453911054810227	763	2/2021	366-12-8915	42-583068	65-306272	female
7	Mr.	Adnan	N	Lundgren	579 Burke Street	Walpole	MA	02081	US	AdnanLundgren@armyspy.com	Mailnet1987	781-252-3478		51	Visa	453298942624412	279	2/2021	028-60-5303	42-051912	57-1190001	male
8	Mrs.	Sandra	M	Vogt	1601 Mahlon Street	Weehawken	NJ	07087	US	SandraVogt@einrot.com	Capintore73	732-963-9648		45	Visa	4716908811514025	511	2/2021	141-02-0261	60-788907	73-945271	female
9	Mr.	Bartolomeo	M	Palerma	3918 Forest Drive	Arlington	VA	22201	US	BartolomeoPalerma@gourapide.com	Fawe1990	703-936-2125		28	MasterCard	554568886340016	498	1/2021	223-01-3045	58-396188	77-027392	male
10	Mr.	Gloriano	L	Cantu	793 Laurel Lane	New Brighton	MN	55112	US	GlorianoCantu@windatgourapide.com	PotatoFeed	651-746-0333		64	MasterCard	552944043919466	626	8/2019	475-40-6069	45-01236	65-3108176	male
11	Mr.	Ryan	S	Ferrara	3389 Mount Olive Road	Atlanta	GA	30303	US	RyanBoscoFerrara@rhyta.com	Conce1557	678-962-4118		61	MasterCard	514239781075200	514	1/2023	259-87-9246	53-740714	64-318185	male
12	Mrs.	Tonia	W	Ström	450 Locust View Drive	San Francisco	CA	64143	US	ToneStröm@fackens.hu	Bruid1962	415-998-5691		65	MasterCard	540280292734133	575	2/2022	573-50-1086	57-745502	52-1279681	female
13	Ms.	Lila	E	Samuelsson	1242 Hillside Drive	Worcester	MA	01610	US	MilaSamuelsson@rhyta.com	Abress	339-293-0223		41	MasterCard	553813086304252	372	4/2023	030-03-1061	42-233587	57-945271	female
14	Ms.	Catrin	I	Jaramillo	3231 Metz Lane	Cambridge	MA	02138	US	CatrinJaramilloOrtiz@einrot.com	Wandrang78	857-228-5825		42	MasterCard	527821245188877	018	2/2019	017-09-7422	42-400787	71-054751	female
15	Mr.	Rinaldo	E	Palermo	246 Aaron Smith Drive	Harrisburg	PA	17111	US	RinaldoPalermo@rhyta.com	Thwiter48	717-882-1835		70	Visa	453259015916144	459	3/2021	159-70-3546	50-352022	76-888518	male
16	Mr.	Fedele	A	Loggia	3593 College View	Vienna	IL	62955	US	FedeleLoggia@teleworm.us	Extras	618-458-9886		73	MasterCard	550934264041373	950	9/2019	338-26-4314	57-495472	65-865251	male
17	Mr.	Cesare	P	Luga	1837 Rollins Road	Arcola	NE	68024	US	CesareLuga@tomcoincade.de	Thone1946	308-745-4178		72	MasterCard	519777832435234	612	4/2022	506-17-4514	40-546551	65-219104	female
18	Mr.	Robert	H	Lundgren	2556 Kyle Street	Ashby	NE	68333	US	RobertLundgren@gstx.com	Whinarand	408-577-8585		42	Visa	453952830565216	517	11/2023	580-21-6304	42-073097	50-1020785	male
19	Ms.	Alisha	J	Atkinson	4993 Martha Ellen Drive	Reno	NV	89501	US	AlishaAtkinson@gstx.com	Belve1555	775-721-4367		62	MasterCard	545228721744340	274	2/2020	530-77-3724	58-525259	51-752595	female
20	Ms.	Teodoguida	C	Orta	4887 Grassall Street	Hollis	NH	03049	US	TeodoguidaOrtaManzano@gourapide.com	Exprokking	603-465-4353		65	Visa	4929052076613	620	7/2022	030-96-5822	42-71889	71-487897	female
21	Mr.	Angus	K	Sawery	3296 Skinner Hollow Road	Myrtle Creek	OR	97457	US	AngusSawery@teleworm.us	Somard	541-860-0745		53	MasterCard	53977012211906100	486	9/2022	544-76-0559	43-137494	123-173637	male
22	Mrs.	Kristin	R	Austin	3426 Hillside Drive	Missoula	LA	70601	US	KristinAustin@armyspy.com	Whit1844	337-455-4467		73	Visa	492988928388972	471	8/2020	859-12-2611	50-240142	65-31637	female
23	Mrs.	Esther	E	Lund	4477 Stadium Drive	Rehoboth	DE	19769	US	EstherLund@gourapide.com	Famenemord	506-264-1129		62	MasterCard	54952007981352	525	8/2019	017-03-8324	51-768633	57-197483	female
24	Mrs.	Anna	M	Decker	4439 Fowler Avenue	Duluth	GA	30136	US	AnnaDecker@gstx.com	Adwing	770-232-3015		59	MasterCard	528941225785370	589	8/2022	668-16-4993	54-06758	54-25895	female
25	Mrs.	Agatha	D	Lima	3611 Jones Street	Dallas	TX	75204	US	AgathaDlima@armyspy.com	Submilland89	917-587-7985		28	MasterCard	542155181421498	099	1/2021	631-14-9398	52-850933	66-80188	female
26	Mr.	Karolin	R	Beich	4578 Stiles Street	Bridgeville	PA	15107	US	KarolinBeich@rhyta.com	Glan1960	412-526-9458		57	Visa	491627405939676	269	2/2019	180-68-4926	40-360665	50-184024	female
27	Mrs.	Isabella	J	Rose	3320 Boundary Street	Jacksonville	FL	22012	US	IsabelleRose@armyspy.com	Loweited	904-595-2813		32	MasterCard	51762764505806	127	7/2022	399-87-4713	30-232025	51-80314	female
28	Mr.	Dimitri	G	Avalis	1786 Washington Street	Corpus Christi	TX	78476	US	DimitriAvalis@teleworm.us	Nick1943	361-309-9385		64	MasterCard	538454549387770	857	2/2021	454-06-6471	57-890389	57-523076	male
29	Mr.	Robert	D	Milner	4486 Rhode Island Avenue	Adelphi	DC	07883	US	RobertMilner@teleworm.us	Rebort1988	202-368-8628		20	Visa	471627451282900	548	2/2021	579-25-6190	58-025458	76-879487	male
30	Ms.	Alma	G	Longo	3680 Mauid Street	Philadelphia	DE	19146	US	AlmaLongo@einrot.com	Caraas	302-595-0792		73	Visa	491651014688806	442	9/2022	221-42-7588	59-955734	76-267056	female
31	Mr.	Mathews	J	Henriksson	1410 Reppert Coal Road	Southfield	MI	48235	US	MathewsHenriksson@covox.de	Opeashom	586-932-1097		76	MasterCard	522828052077632	301	1/2021	369-12-0276	42-454302	63-31473	male
32	Mr.	Christopher	P	Sandberg	1225 Grant Street	Corsicana	TX	75110	US	ChristopherSandberg@teleworm.us	Beeksee	903-874-9751		61	Visa	44854955309261	305	2/2019	643-30-8627	52-136959	56-57613	male
33	Mrs.	Christan	N	Trinh	2295 Lincoln Drive	Harrisburg	PA	17116	US	ChristanTrinh@gstx.com	Thrac	717-546-0849		23	Visa	446515568916486	569	10/2023	167-32-9413	40-184476	76-91942	female
34	Dr.	Gioia	G	Lombardo	422 Milliken Drive	Los Angeles	CA	90017	US	GioiaLombardo@teleworm.us	Fair1978	323-443-2036		59	MasterCard	52640184850708	508	6/2022	638-44-2376	54-085876	51-1326048	male
35	Dr.	Kai	M	Rosetta	1396 Alfred Drive	Brooklyn	NY	11201	US	KalRosetta@gstx.com	Contrey	718-243-8542		57	MasterCard	534716888482951	563	11/2019	130-48-8250	40-726241	57-02257	male
36	Mr.	Nemo	M	Samuelsson	4716 River Drive	Augusta	GA	30907	US	NemoSamuelsson@rhyta.com	Caingon	706-855-9878		68	Visa	45322973011467	059	6/2020	870-12-0550	53-564834	42-155708	male

# Main Street Coffee

✓ Name	First Name	Last Name	EmailAddress	
✓ Address		Address1	Age	Gender
✓ Demographics			Title	
✓ Customer History	City		State	ZipCode

# Main Street Coffee

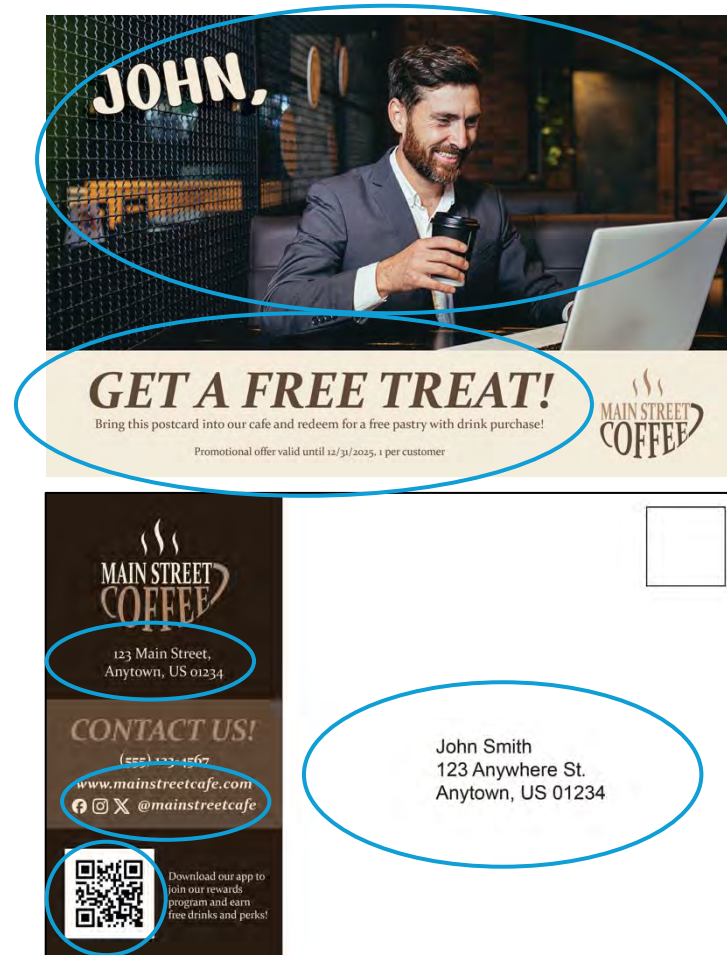
Start a conversation

✓ Provide a reason

✓ Engage where they are

✓ Coordinate your messages

✓ Use the information you have



# Main Street Coffee – Getting Personal

Talk to your customer

- ✓ Incorporate Personalization
- ✓ Research Demographics
- ✓ Incorporate Data Collection



# Main Street Coffee – turn it up to 11!

CHICAGO



**MAIN STREET COFFEE**  
123 Main Street,  
Anytown, US 01234

**CONTACT US!**  
(555) 123-4567  
[www.mainstreetcafe.com](http://www.mainstreetcafe.com)  
f @ @mainstreetcafe

Download our app to join our rewards program and earn free drinks and perks!

Joe Smith  
123 Anywhere St.  
Anytown, US 01234

PHILLY



**MAIN STREET COFFEE**  
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Anytown, US 01234

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NEW YORK



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John Smith  
123 Anywhere St.  
Anytown, US 01234

DETROIT



**MAIN STREET COFFEE**  
123 Main Street,  
Anytown, US 01234

**CONTACT US!**  
(555) 123-4567  
[www.mainstreetcafe.com](http://www.mainstreetcafe.com)  
f @ @mainstreetcafe

Download our app to join our rewards program and earn free drinks and perks!

Jane Smith  
123 Anywhere St.  
Anytown, US 01234

Nearly two thirds of consumers report a direct mail piece has inspired them to take action.

Promotions are the biggest action drivers.

60%

state a direct mail piece has inspired action.

#### What inspires action

There was an offer or promotion that caught my eye

61%

I was already interested in brand/product/service

55%

Someone I know had recently purchased from this brand and recommended them to me

33%

The design of the piece captured my attention

28%

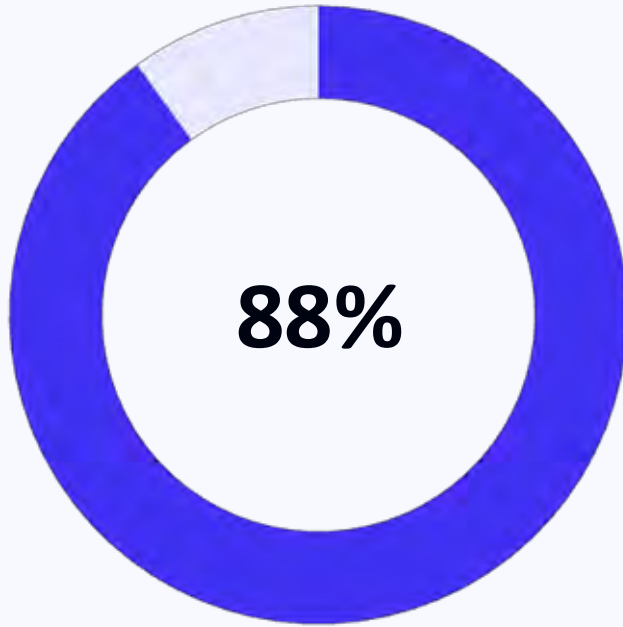
This piece was personalized to me

25%

The copy (or writing) within the piece captured my attention

19%

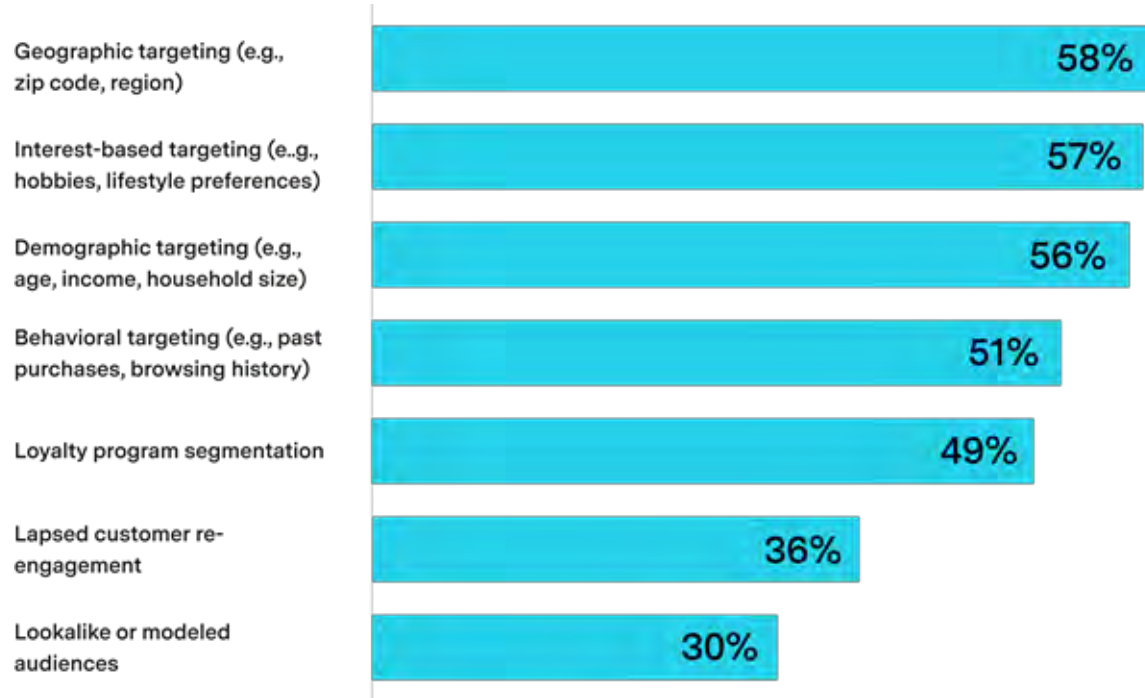
## Marketers' best practices for driving action with direct mail



*of marketers say personalized direct mail significantly improves response rates. They use tailored text, imagery, maps, and offers to create a truly relevant experience.*

# Expanding reach to connect with new consumers

*Which direct mail targeting strategies do you use in your campaigns?*



# Don't Stop There!

# Omnichannel success

## How to get started:



Use your data to create direct mail segments that mirror existing audiences.



Create cross-channel campaigns to reinforce brand messaging and boost visibility.



Capture metrics about offline action, like QR code scans, to understand campaign impact.

*An omnichannel strategy that aligns direct mail with digital efforts, from planning to execution to measurement, creates a seamless customer experience and improves performance.*

# Omnichannel success

Keep the conversation going:



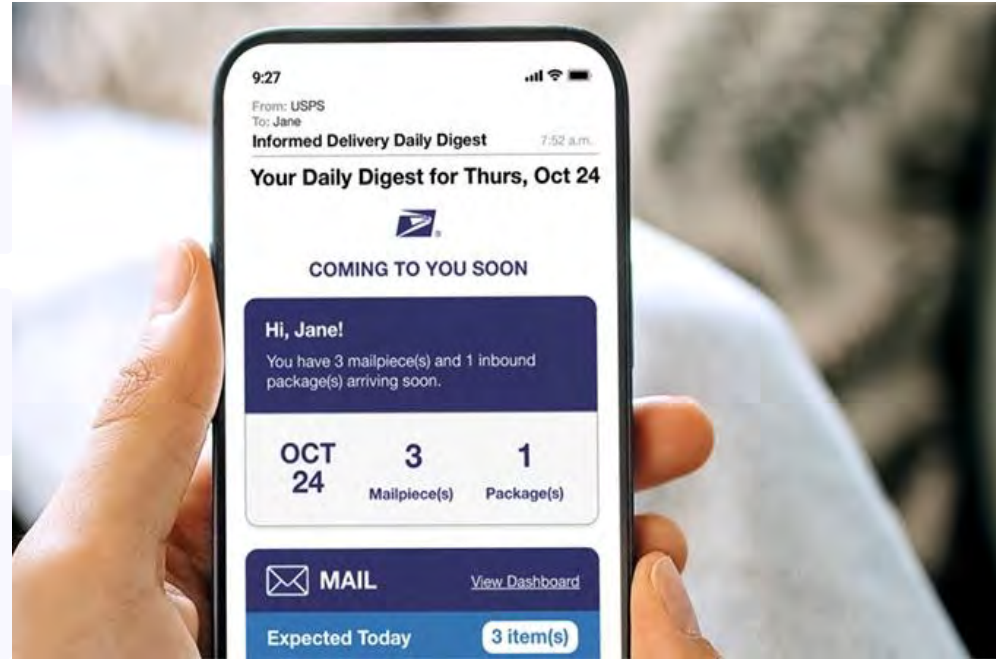
Be consistent on all platforms



Informed Visibility – Know where your mail is  
Informed Delivery – Add Touch Points



Capture metrics about offline action, like QR code scans,  
to understand campaign impact.



# Omnichannel effectiveness relies on *integrated data and systems*

86%

of marketing executives agree direct mail performs best when integrated with other channels.

*Yet, many companies struggle to create a truly seamless customer experience. Why?*



Only 46% leverage it for retargeting or trigger-based campaigns



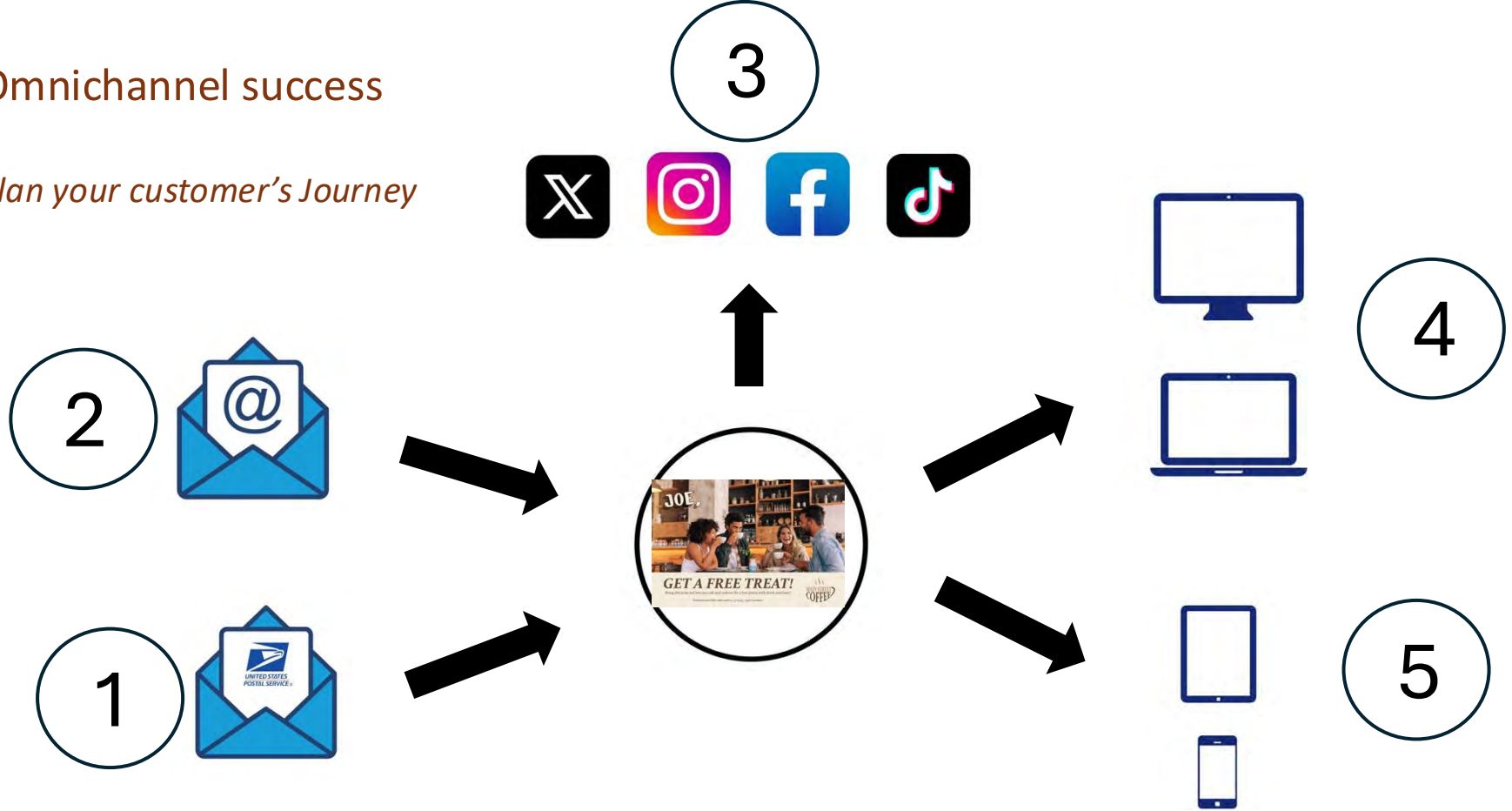
25% of executives struggle to connect direct mail with their tech stack



55% find it particularly difficult to integrate with digital tracking tools

# Omnichannel success

*Plan your customer's Journey*



## Marketers are integrating digital and direct mail for an omnichannel experience

*“Direct Mail effectively integrates with other marketing channels by delivering a tangible message to consumers at the precise moment they are most receptive to taking action.”*

Lob Customer

Automotive Marketing-as-a-service provider

### How respondents are integrating mail with digital channels

Using direct mail to drive traffic to digital assets (e.g. through QR codes, apps)

Using direct mail to reactivate dormant digital leads

Sending direct mail follow-ups to website visitors

Retargeting based on direct mail engagement

Personalized PURLs or QR codes in direct mail leading to digital experiences

Coordinated messaging across direct mail and digital

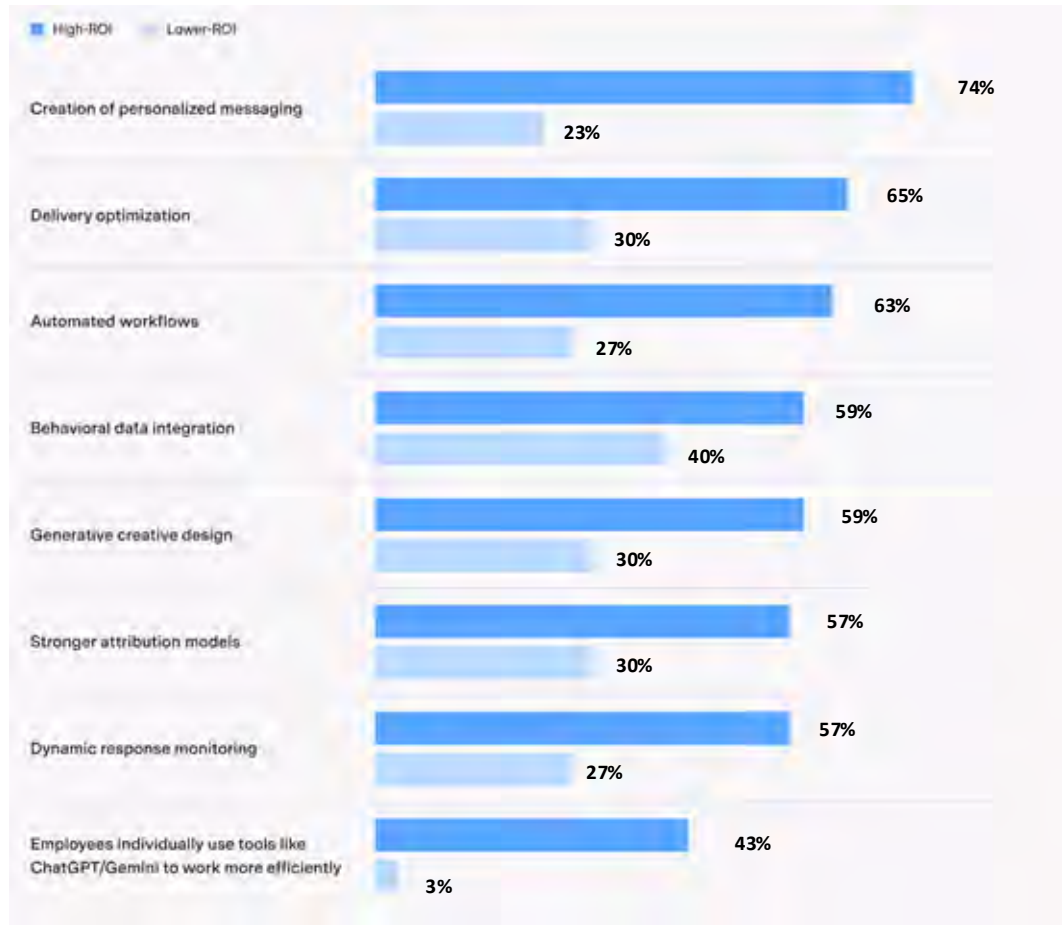
Triggering digital campaigns based on direct mail responses



# High-ROI teams use AI with intent.

*While nearly everyone automates, top performers apply AI where it matters most, with personalization, attribution, and delivery accuracy.*

# How is your company using AI and/or automation in direct mail campaigns?



# Privacy and personalization: A cautionary Tale



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# Privacy and personalization: Consumers want a healthy balance

53%

of respondents become concerned about their personal privacy and security when they receive direct mail from brands they do not know.

52%

of respondents expect direct mail they receive from brands will be personalized for them in some way.

64%

of respondents have privacy concerns with digital advertisements when they are personalized and targeted.

23%

of respondents are likely to trust a brand that only engages with them digitally.

## Key takeaways

- ✓ Personalized mail drives higher consumer response.
- ✓ Offers and promotions are most effective when tailored to the recipient.
- ✓ Marketers agree: personalization boosts response rates.
- ✓ Top teams use automation to personalize mail and create omnichannel experiences.
- ✓ Execs who see the best ROI from direct mail are 150% more likely to use high-quality data.



Access latest  
**State of Direct Mail**  
report for more findings

# Thank you!

Let's stay in touch: [dave@lob.com](mailto:dave@lob.com)  
[linkedin.com/in/davekrawczuk](https://www.linkedin.com/in/davekrawczuk)

