

The Future of Direct Mail is Here

Direct Mail Retargeting for ROI



POSTAL
CUSTOMER
COUNCIL



DirectMail2.0

National PCC Event
June 10, 2021





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Meet the Speaker

- Worked in Direct Marketing for over 17 years
- Keynote Speaker for 2020 National AIM Meeting, Speaker at National Postal Forum, NPSOA, Print/Graph Expo, MarketEdge, Mailcom, PostalVision2020, USPS OIG Forum, National PCC, Local PCC, Printerverse, FSAE, Girls Who Print Panelist and more...
- Mother of 4 – ranging from 2 yrs. – 17 yrs.
- Tampa Bay Suncoast PCC Industry Co-Chair



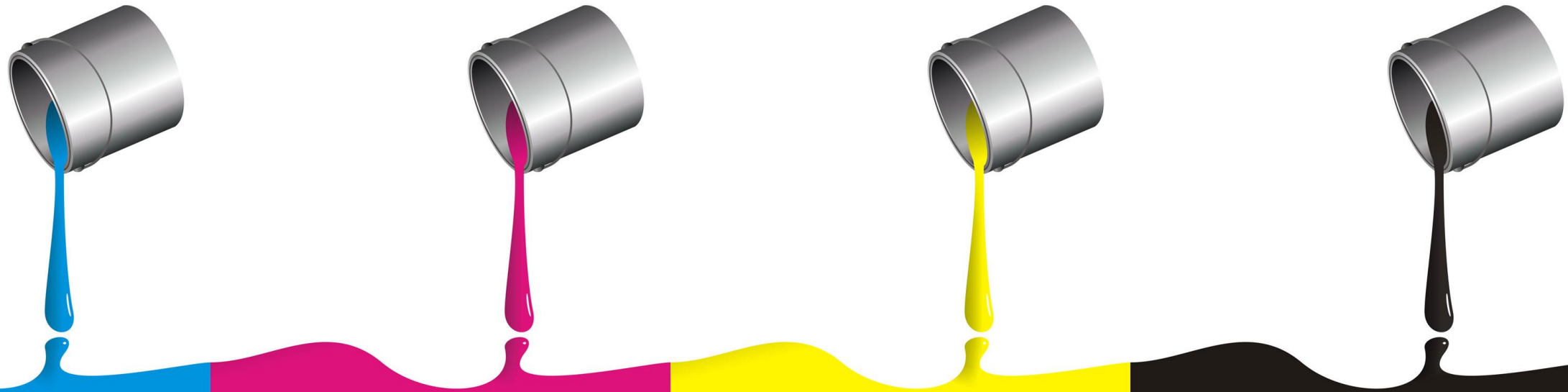
Erica Switzer

Chief Revenue Officer, DirectMail2.0

Ericas@dm20.com



Just Selling Print will be the Death of Printing Companies



PRINT IS A COMMODITY

THE RACE IS ON TO EARN BUSINESS



The average business utilizes more than 4 different marketing channels





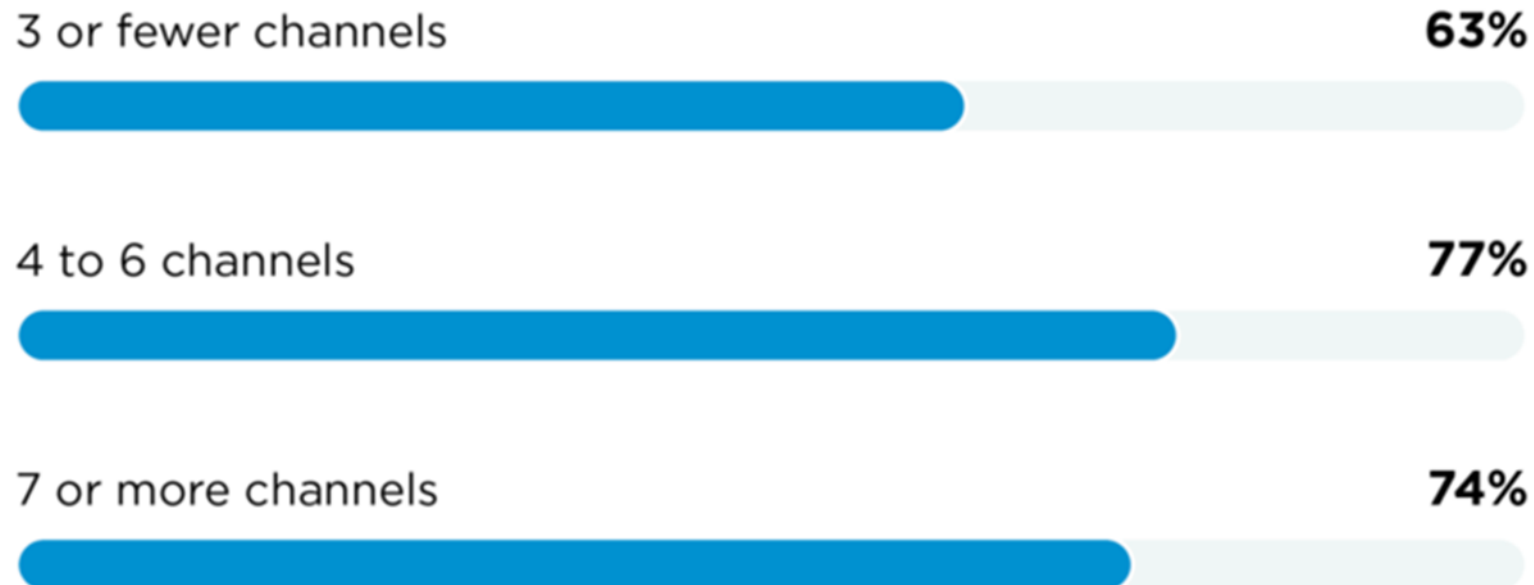
MARKETING BUDGET SHIFT FROM PRINT TO DIGITAL

BE
FORE
IT'S
GONE

TAKE IT BACK

Marketers who use **4 to 6 channels** in their multichannel campaigns report the best response rates.

Percentage of study participants who report good response rates and the number of channels in use.



Events and integrated, branded, and personalized **direct mail** are **the most effective channels for reaching target audiences.**

Percentage of study participants who report channel is effective at reaching their target audience.

Direct Mail (integrated, branded, personalized with data) **82%**



Events (webinars, tradeshow, virtual events) **82%**



Outbound BDR/SDR **71%**



Data accuracy, understanding audience needs, and branding top the list of **multichannel marketing campaign success factors**.

Please rate the importance of these multichannel campaign success factors:

Data accuracy **73%**



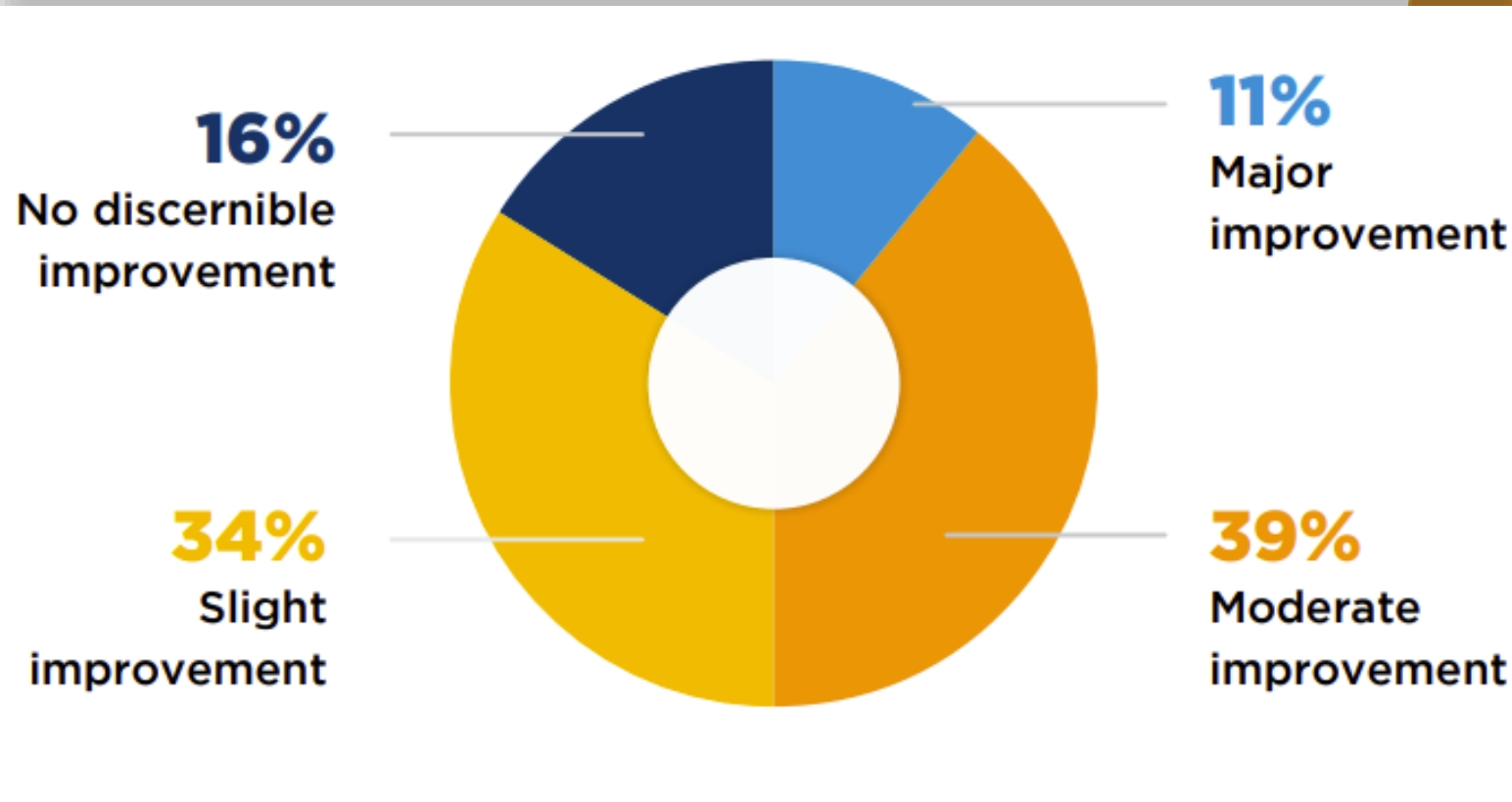
Understanding audience needs **70%**



Design and branding of delivered messages **58%**



The vast majority of study participants, 84%, report that **direct mail improves multichannel campaign performance.**



A grayscale photograph of a person's hand touching the surface of water, creating ripples. The hand is positioned in the upper left, and the ripples spread out towards the bottom right. The overall tone is soft and tactile.

Sensory Experience Wins

Tangible, tactile materials create a sensory experience that digital touchpoints simply can't match.

Studies have shown that physical touch leaves a deeper footprint on the brain and triggers a greater emotional response.

The vast majority of respondents in the [2020 State of Multichannel Marketing](#) study report that direct mail improves multichannel campaign performance.

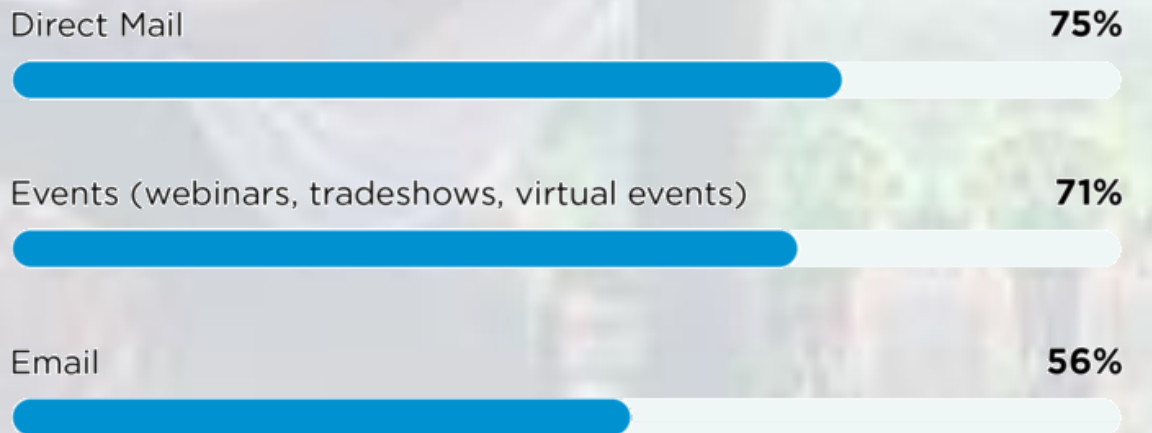
Take a fresh look at direct mail in today's remote world

B2B direct mail saw a significant year-over-year gain in reported effectiveness (82% in 2020 vs. 78% in 2019), despite this year's shift to remote work.

The truth is, B2B customers and prospects are receptive to receiving direct mail at home — *and many actually prefer it.*

Identify home addresses of anonymous visitors who come to your website.

Percentage of study participants who report channel is effective at reaching the C-Suite.



Combining Direct Mail & Digital INCREASES Response by 23-46%



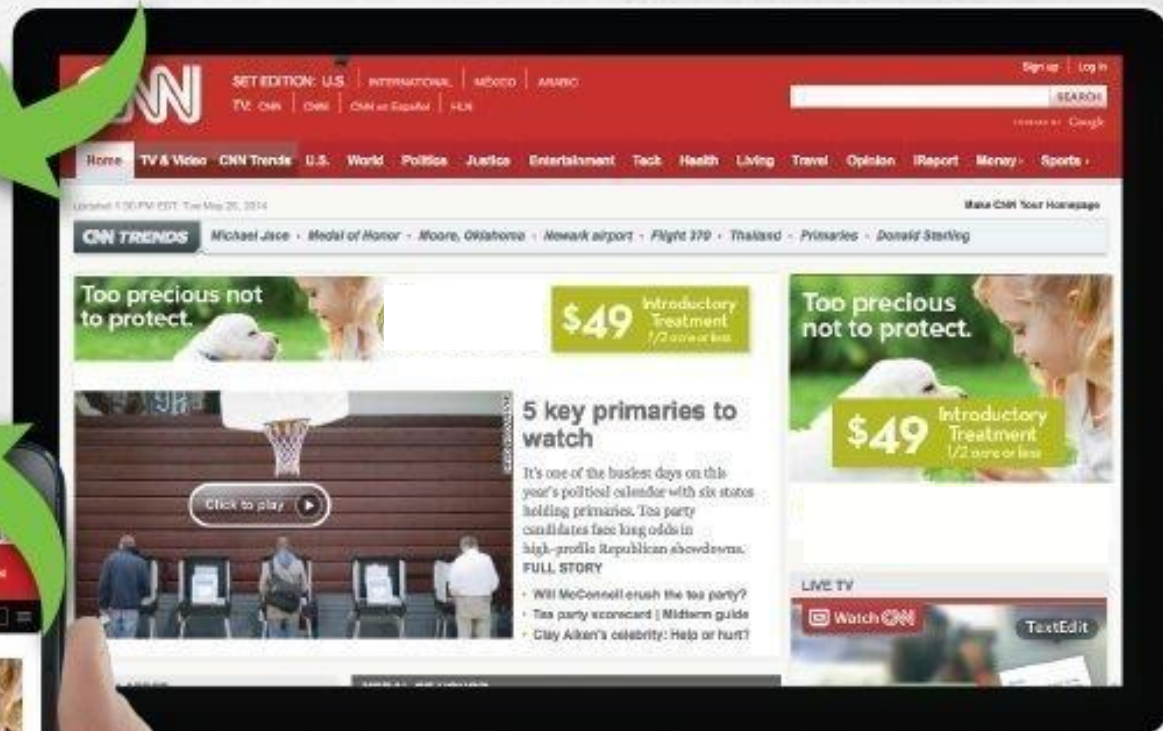
90%

of interested people

Visit the

WEBSITE FIRST

before calling or coming in



96% leave without taking an action

They Go to the COMPETITION



PRICE

TESTIMONIAL

80%

Of sales are made
between the

8th

&

12th

Contact

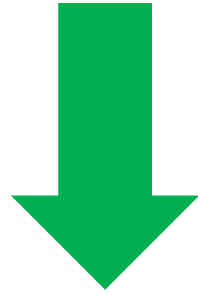




I **don't want**
to buy at all



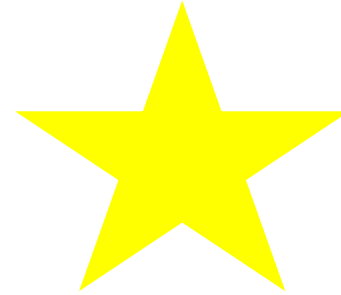
EXHIBIT
A



I'm **not ready**
to buy **yet**



EXHIBIT
B



I'm **ready**
to buy now!



EXHIBIT
C

96%+

will leave the website without taking action

I'm **not ready**
to buy **yet**



Ok.... Now what?

Most Businesses Utilize DIGITAL RETARGETING to RE-ENGAGE



Google



Direct Mail RETARGETING

Sending custom mail pieces to customers and/or prospects who are engaging with an organization on a digital channel.



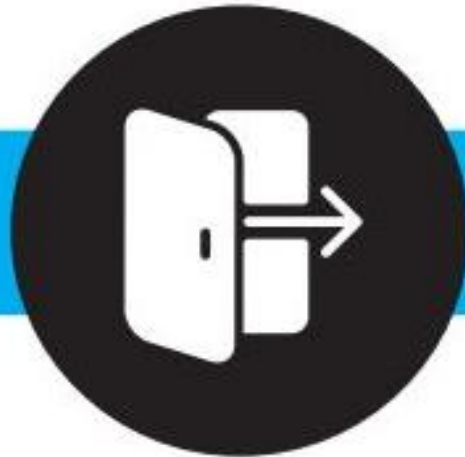


LEADMATCH

Identify Anonymous Website Visitors



Potential customer visits your website & browses.



They leave without giving any contact information.



We match them with DeviceID technology and return a residential address to send a targeted mail piece.



Visitor returns or reaches out to purchase, sign up or learn more.

Average Response Rates on
Direct Mail Retargeting:

9-18%



In one study, retargeted direct mail delivered a 14% decrease in abandoned shopping carts and an 8% increase in average order size



47% of marketing respondents
said retargeted direct mail
increased conversion rates

conversion rate

A hand holding a glowing blue arrow pointing upwards and to the right. A white line extends from the arrow's tail to the left, underlining the text 'conversion rate'.



The Keys to Success with Direct Mail Retargeting



SPEED

Send the mail to website visitors
within 48-72 hours

A hand is shown holding a rolled-up white scroll against a light blue background. The scroll is unrolled enough to reveal the text 'YOUR MESSAGE IS RELEVANT' written in a bold, red, sans-serif font. The hand is positioned on the left side of the scroll, gripping it. The scroll is angled upwards from left to right.

YOUR MESSAGE IS RELEVANT



CALL TO ACTION

Hyper-Personalized Messaging



Micro-Targeting Based on Digital Actions Taken



Abandoned Shopping Cart



Browsing/Consideration (No Shopping Cart)

Use an OFFER They Can't Refuse

TRY YOUR 1ST GRAZE BOX

FREE

Discover over 100 nutritious snacks that will excite your taste buds. We're so confident that you'll love them, that we invite you to try your 1st box FREE!

how to claim your FREE 4 snack sampler box:

- 1 visit us at www.graze.com
- 2 enter your invite code **TSTYSNCK**
- 3 we'll mail you a FREE box

graze

Offer applies only to 4 pack box for new grazers. Valid credit or debit card required. Your first box is free & you can cancel deliveries at anytime. Ts & Cs at graze.com/us/help/terms.

Free is always appealing, so a free personalized snack box with over 100 snacks to choose from is a great offer. This offer also has a low barrier to entry making it even more appealing and relevant for new leads.

TRY YOUR FREE GRAZE BOX **graze**

We want to help you think beyond chips and cookies when it comes to snacking – so we're giving you a FREE graze box!

Choose from over 100 snacks that taste like treats. Just tell us the foods you like and we'll handpick your box and mail you the first one FREE.

our promise to you:
✓ No GMOs ✓ No artificial flavors or colors ✓ 0g trans fat per serving

FREE first box coupon:

your special invite code **PRNTSNAX**

1 visit www.graze.com

2 enter your invite code: **PRNTSNAX**

3 tell us the foods you like

4 and we'll mail you a **FREE** box!

OVER 100 DELICIOUS SNACKS

Offer applies only to 4 pack box for new grazers. Valid credit or debit card required. Your first box is free & you can cancel deliveries at anytime. Ts & Cs at graze.com/us/help/terms.

Graze uses an excellent call to action that's prominent and spells out exactly what the customer needs to do to get their free box.

ACT NOW – OFFER EXPIRES



veestro
plants**please**

We hope you loved your Vestro meals! We're here to feed your happy.

20% OFF
FLD-PWN-QMD
Expires 10/18/2022

Happy eating!
Mark & Monica
CO-FOUNDERS

veestro.com | @veestro

*Coupons apply to in-la carte orders only.

**VISIT SPECS.CO
FOR A SPECIAL
GIFT ON US!**



**GET ANY 2 PAIRS OF
DESIGNER GLASSES
FOR \$149**

USE CODE: 2PAIRS149

OR...

**GET ANY 3 PAIRS OF
DESIGNER GLASSES
FOR \$199**

USE CODE: 3PAIRS199

Offer Ends: Sept 30th



**VISIT SPECS.CO AND
CHECKOUT BEFORE
SEPT 30th FOR A
SPECIAL GIFT ON US!**

GET 2 PAIRS FOR \$149

Use code:

2PAIRS149

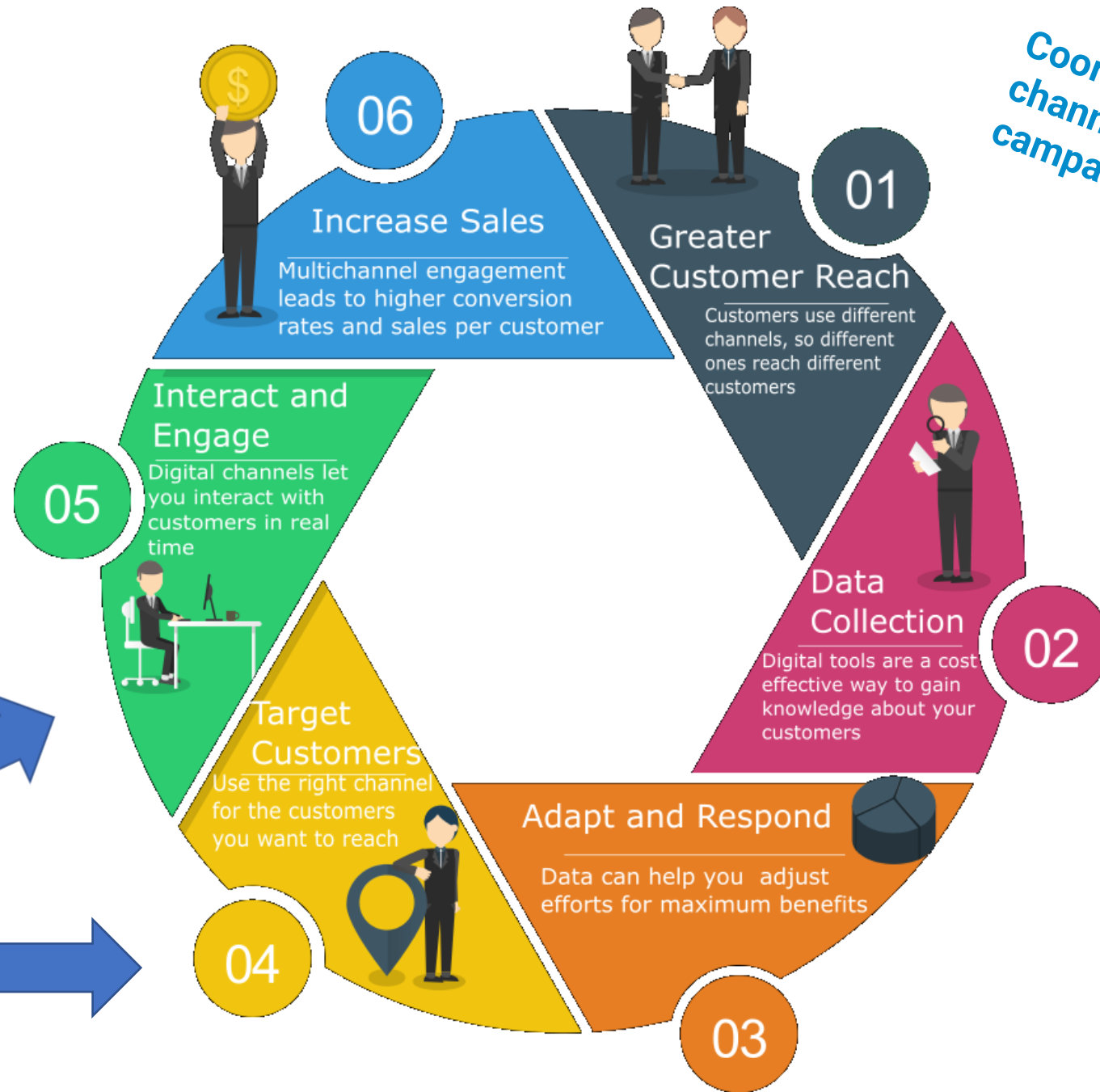
GET 3 PAIRS FOR \$199

Use code:

2PAIRS199

Leverage data to create true personalization.

Coordinate online and offline channels to elevate your campaigns.

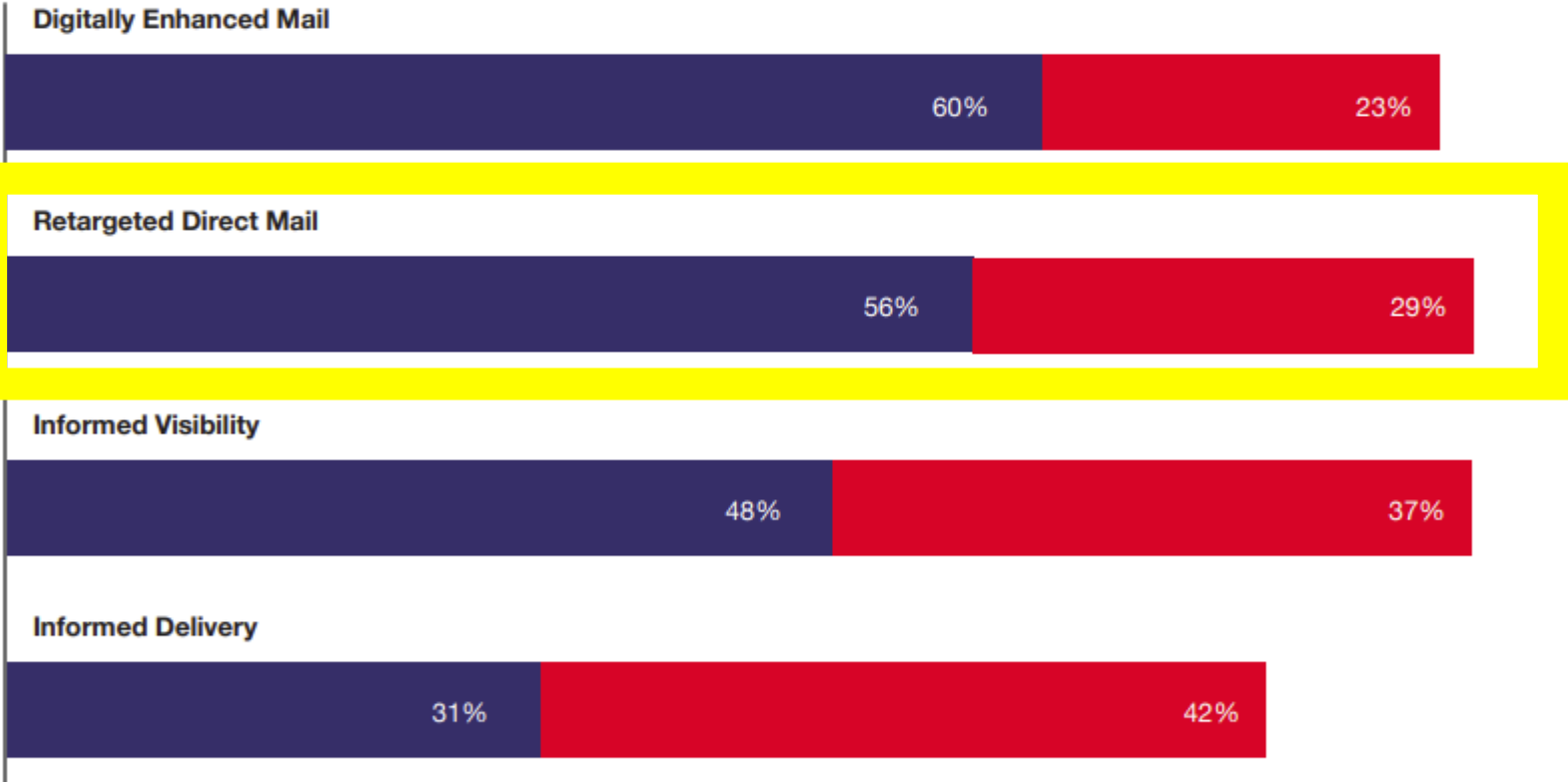


Direct Mail

Automotive Adoption of Direct Mail Innovations

Q1

Which statement best describes your organizations' current Direct Mail program as it applies to each of the following capabilities?



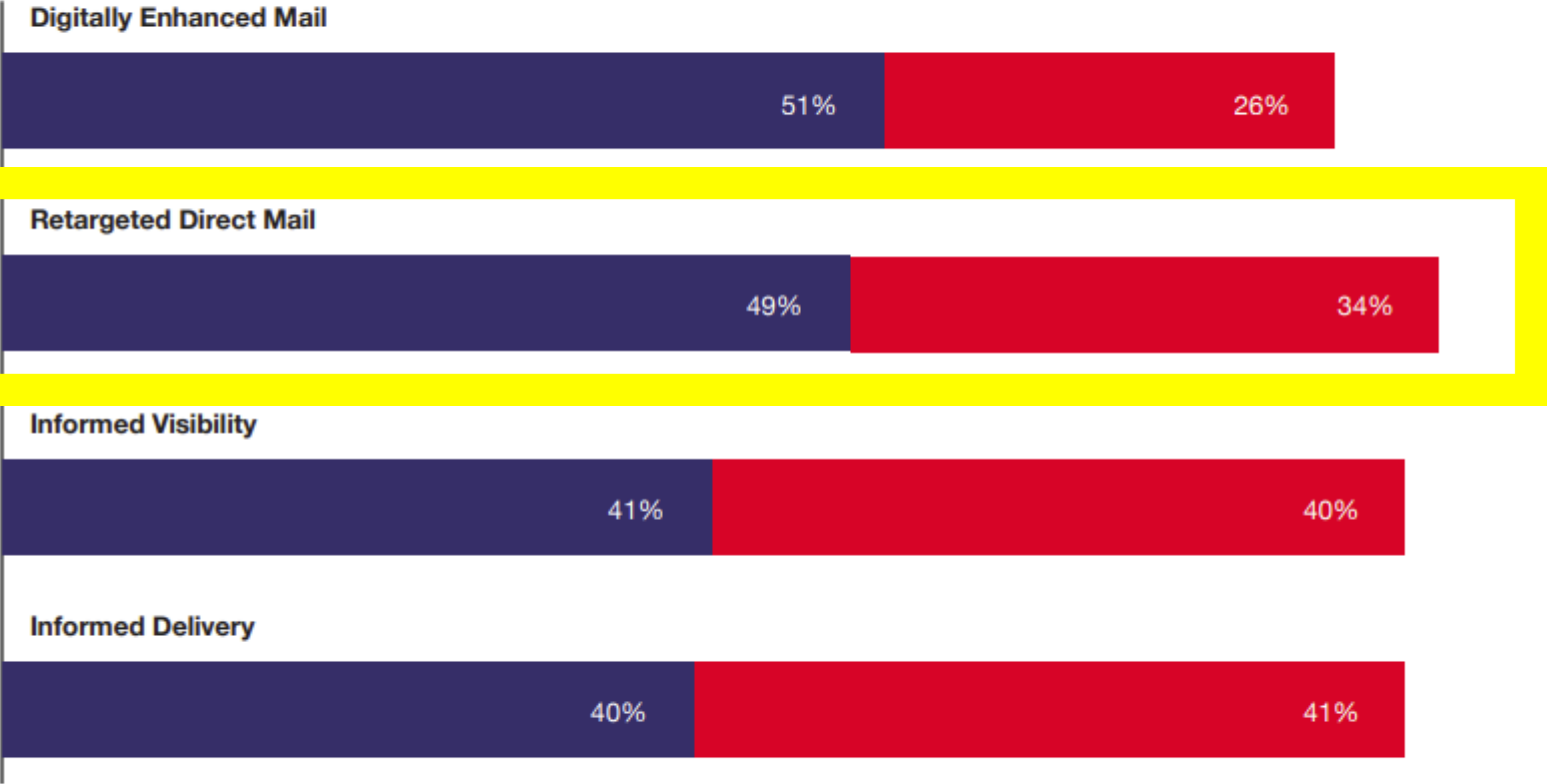
■ We are currently deploying this capability ■ We are directly planning to or onboarding this capability

Base: 62 US automotive decision-makers in marketing, with decision-making authority around direct mail marketing
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020

Finserve Direct Mail Adoptions Profile

Q1

Which statement best describes your organization's current direct mail program as it applies to each of the following capabilities?



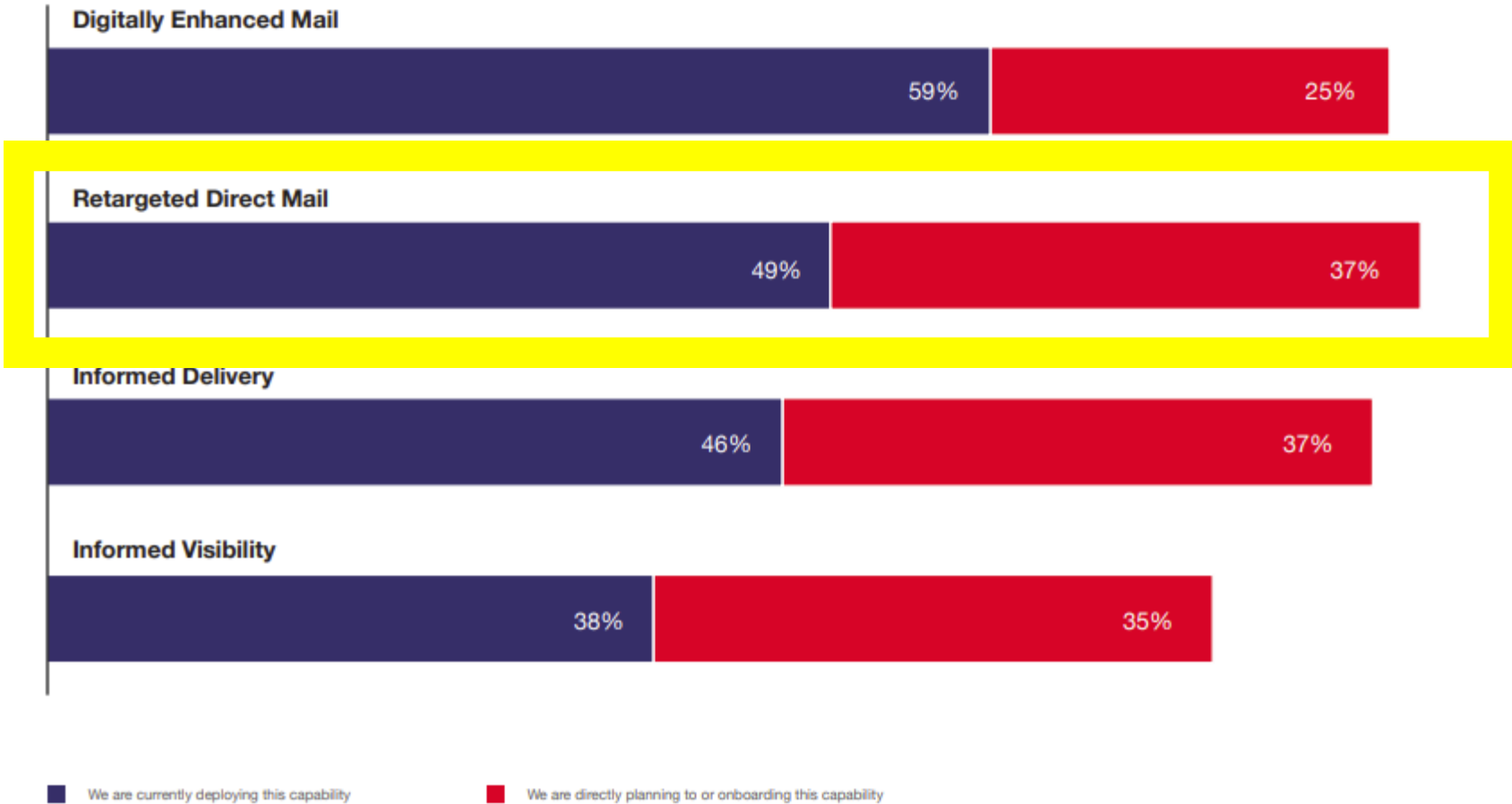
■ We are currently deploying this capability ■ We are directly planning to or onboarding this capability

Base: 68 US decision-makers in marketing, with decision-making authority around direct mail marketing
Source: A commissioned study conducted by Forrester Consulting on behalf of MRM, April 2020

Retail Adoption of Direct Mail Innovations

Q1

Which statement best describes your organization's current direct mail program as it applies to each of the following capabilities?






THE ORIGINAL
**PORTABLE
BLENDER**

15% OFF


GET YOUR
VIP DISCOUNT

15% OFF

- ✓ Convenient
- ✓ Self-Cleaning
- ✓ Cordless
- ✓ Quiet
- ✓ BPA Free
- ✓ Crushes ice



Visit Add your favorites Enter your VIP code We hope you love



15.14% response rate from Direct Mail Retargeting
12.83% conversion rate from returned visitors



25% Response Rate on Direct Mail Retargeting!

Case Study Higher Education

THE RESULTS

- 14%** increase in target audience
- 53%** increase in total deposits
- 12%** increase in applications received
- 26%** increase in students admitted to deposits
- 22%** increase in student admission to completed applications
- 20%** increase in website page views



Total Ad Displays **2,655,056**



Engagements **5,990**

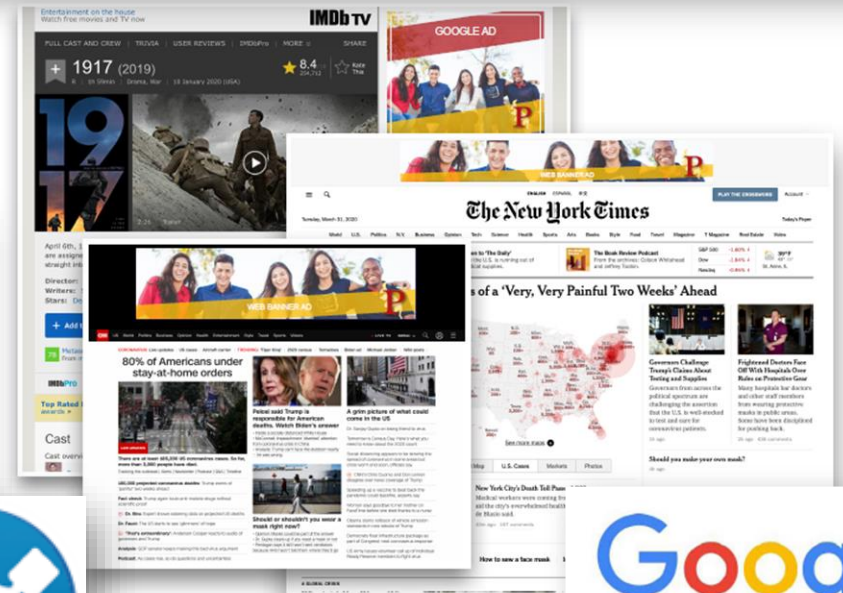
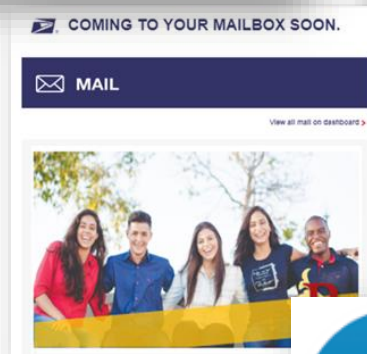


Total Leads **24,340**



Total Matches **1,067**

- **16 Touches** to target audience across all channels
- **3.52% Engagement** rate from target audience including clicks from all digital channels and **166 calls** and **4.2% re-engagement** rate on Social Media Follow-Up
- **4.38%** of identified website visitors were from the direct mail campaign.
- **25% Response Rate** from Direct Mail Retargeting to LEADMatch leads!





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 SCAN ME

QUESTIONS?



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