

Increase Response and Reduce Costs



Channel

Improve multichannel execution

- Optimize touches with smart contact strategies across all channels
- Streamline creative contributors and have holistic approach across all direct marketing channels (offline and online)

Creative

Increase emphasis on creative

- Focus on creative relevance about price and promotion
- Segment target lists and personalize messaging to each

Audience

Get deeper with audience and testing data

- Build robust and conclusive test-and-learn strategy
- Use analytics to predict and measure incremental return on spend

Postal Optimization

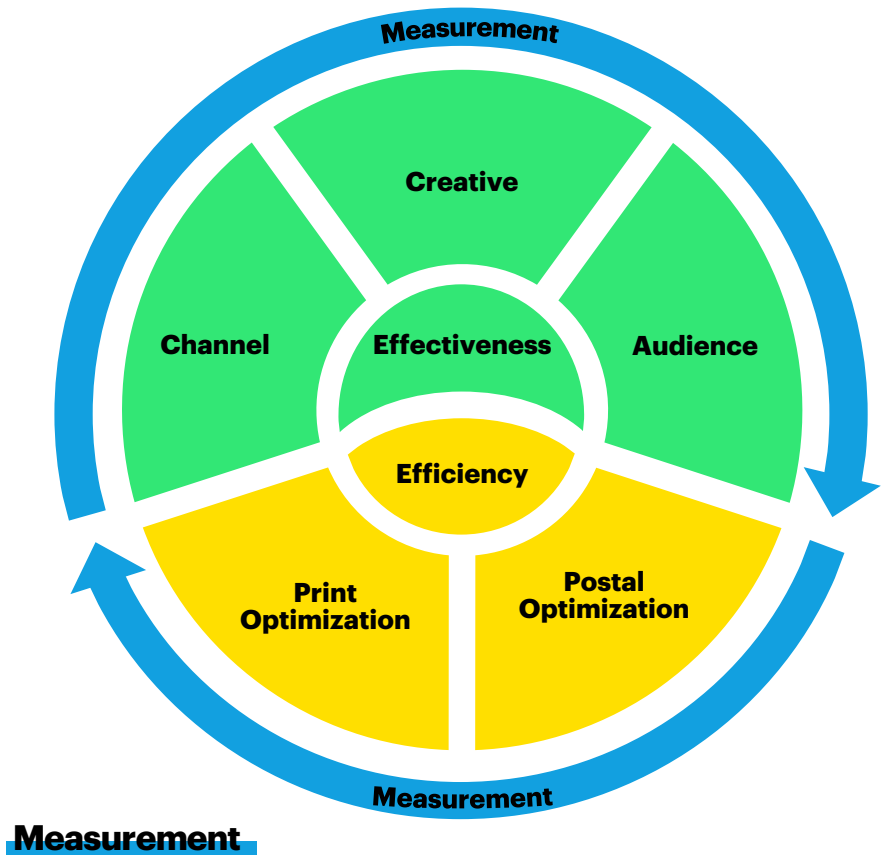
Optimize postal savings through:

- Improved comingling and distribution techniques
- List optimization and data hygiene
- Format choice, design and promotional discounts
- Partners with scale, bypassing mail processing centers

Print Optimization

Optimize print with:

- Streamlined production, merging separate mail streams into one
- Flexible print platforms that conform to your needs vs. you being forced to fit theirs
- Bypassing mail processing locations with pre-sorted, pre-comingling mail, ready for the carrier routes



Measurement

Determine incremental return on ad spend by holding out part of your program (up to 10%) and determine the true value of your program. Holdouts can provide huge savings while baselining what your program is truly worth.

Modeling your audiences to predict the optimal contact strategy that might indicate your frequency of touches can be reduced, saving money across the board. This, combined with more precise targeting, can easily help reduce your customer acquisition costs.

Your direct marketing cost optimization formula

(Print + Postal) x (Creative + Audience + Channel) x Measurement = Total Streamlined Savings



The "friction tax" rebate

Reduce handoffs and paying incremental "taxes"



Impacts time

(e.g., handoffs, touchpoints)



Impacts cost

(e.g., overhead from project managers, account managers, administrative overhead)



Impacts quality

(e.g., more opportunities to damage product)