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Tuesday, May 15

UAA MAIL
OMNICHANNEL
PERSONALIZATION
INFORMED DELIVERY
MARKETING AUTOMATION

AGENDA

UNDELIVERABLE AS ADDRESSED MAIL

REASONS WHY MAIL IS NOT DELIVERABLE

- Moved
- Incomplete Address
- Unknown or Deceased
- Refuses Mail
- No Postage

Direct Mail Thrives in a Digital Age

- Direct mail outperforms all digital channels combined by nearly 600%
- But is the most expensive channel in cost per response
- At least two-thirds of clicks on banner ads are inadvertent, further diminishing response rates
- Oversized envelopes have the best (5%) response rate
- More than 50% of survey participants connected physical mail with a positive brand impression and the feeling of being valued
- **KEY TAKEAWAY:** Brands that are able to create an air of peer-to-peer conversation with customers will be the ones that shine through

IS DIRECT MAIL 'IT' FOR ACQUISITION?

Direct mail is a proven, long-time acquisition source for performance-based marketing

Today, adding integrated digital channels lifts performance

High Reach and Open %

More Real Estate

High Personalization



Lower Cost

Greater Frequency/
More Impressions

Faster Prep

- Frequency extension and greater stickiness vs. mailing only
- Brand messaging reinforced across media channels
- Increased share of voice across channels

Direct mail out-performs other channels in grabbing attention, brand recall and emotional arousal.

Brand Recall



+10%

Increased Attention



+39%

Increased Arousal



+5%

OMNICHANNEL RELATIONSHIPS ARE ORGANIC

- Consumers expect omnichannel relationships with brands
- Omnichannel presents sum experience that is greater than parts
- Understanding how customers engage in each channel drives higher response in all channels



SINGLE CHANNEL



MULTI-CHANNEL



OMNI-CHANNEL

BUT...

90%

WILL VISIT A WEBSITE BEFORE CALLING

96%

WILL LEAVE THE WEBSITE WITHOUT TAKING AN ACTION

In a time of
INFOBESITY,
distilling information
is a bigger
challenge than
obtaining it.



SYNCHRONIZING MAIL WITH DIGITAL

Reach consumers whose attention is fragmented across multiple channels

- Serve up online ads to the same individuals receiving direct mail within the past 23-48 hours
- Touch the direct mail prospects multiple times to **increase conversion rates up to 30%**
- Integrated online/offline campaigns can often **boost response up to 20%**

PIXEL TARGETED DIRECT MAIL



- Web visitors come to our client's websites constantly and look around, but often don't take the desired action – and leave
- Reverse IP Targeting can identify and engage visitors by adding a real-action based trigger opportunity for marketing
- Potential candidates for this program should have significant site traffic

EMAIL LISTENING

EMAIL LISTENING TRIGGERS: TRIGGERING EMAIL AND DIRECT MAIL BASED ON EMAIL CONTENT

- Based on URL wording within email internal links
- Recipients click on “cue words” and are captured as identified as warm leads
- Matched to permission-based email lists
- Real-time emails served to prospects/customers
- 1.2 billion sent per day
- Postal address can also be generated at 70% match rate



PERSONALIZATION & MARKETING AUTOMATION

60% OF MARKETERS are struggling to personalize their campaigns

The field is wide open for those willing to strategize and embrace new technologies that enable increased engagement and higher conversion rates.

VARIABLE DATA PRINTING

remains an essential
value-add to
marketing automation

When direct mail is
personalized with
variable data
printing technology,
response rates can
increase by an
astounding

25-30%

HOW VARIABLE PRINTING HAS EVOLVED



ADDING A NAME

only to the piece
increased
response rates by

44%¹



ADDING FULL COLOR

increased
response rates by

45%¹



ADDING A NAME
& FULL COLOR

increased
response rates by

135%¹



APPLYING VARIABLE
DATA INFORMATION

increased response
rates by a whopping

500%¹

EXAMPLE OF 1:1 VARIABLE DATA PRINTING CAMPAIGNS IN ACTION



A retailer sends personalized, relevant coupons to each member of its loyalty program.

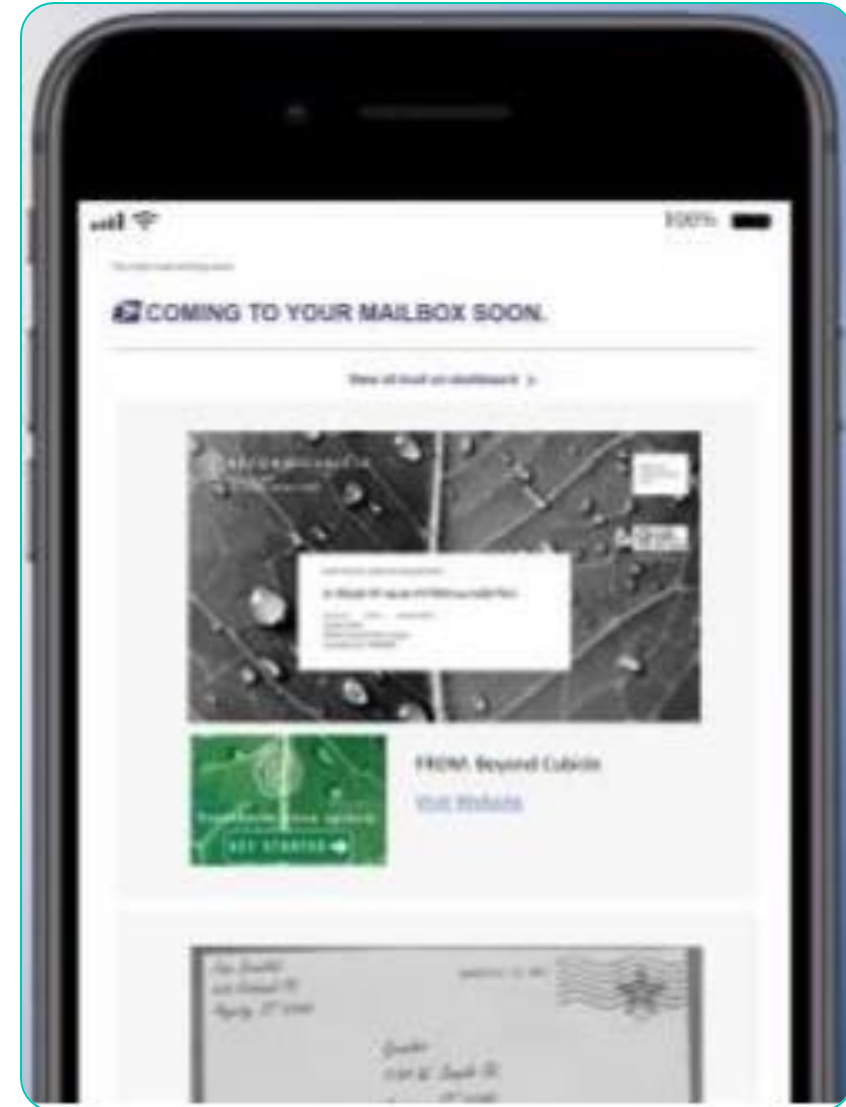
The way variable data printing can be used with the **omni-channel customer** experience is creating new possibilities.

NEW POSSIBILITIES

INFORMED DELIVERY

Closing the loop between digital print & online marketing

Informed Delivery allows direct mail and email to work in tandem to deliver a powerful multiple-impression one-two punch from a single mail piece.





EXAMPLE OF A MULTI-CHANNEL INFORMED DELIVERY CAMPAIGN IN ACTION

Multichannel journeys are becoming central to the customer's experience with a brand – and as important as the products themselves in providing a **competitive advantage**.

THE OMNICHANNEL **MVP**

A programmatic
approach triggers
communications
automatically based
on behaviors

TOO MUCH AUTOMATION CAN BACKFIRE

But there are ways to open up dialogue with customers by adding a human touch to sequences.

When direct mail follows email, it outperforms the average for other single and integrated media campaigns by

40%

QUESTIONS?

Just ask!

Use the chat function in the middle of your screen.

WRAP-UP

- Link to today's webinar video recording & slides will be distributed.
- www.fmidm.com/webinars
- www.fmidm.com/mailpiece-of-the-month
- NPF Attendee Presentations, please don't hesitate to reach out.

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