



A short study in high-value direct mail campaigns

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NOW ASK YOURSELF THIS QUESTION...

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“Do I know everything I need to know to make my next direct mail campaign more successful than the last one?”

Or, at least is there more I can learn to build a roadmap to success that doesn't require me to make too many guesses along the way?

**What about response rates? Informed Delivery?
Detailed postal data? In-home delivery dates? Retargeting?
Are all these things part of your knowledge base?**

HERE'S A SUGGESTION.

Take this quick 5-question quiz to determine whether or not some expert advice and easy-to-access resources might be in order.

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One key metric of direct mail campaigns is the response rate, but there's one huge problem in relying on that metric.

Do you know what it is?

Response rates are almost never accurate because undelivered mail is not factored in. For high-volume mailers, that can translate to tens of thousands of letters—or more. That can make response rates a challenge in determining overall campaign effectiveness.

Who knows better than you how much effort you devote to coming up with the right messaging, images, and calls-to-action so that your campaign can elicit the strongest-possible response? But if a consumer can't respond because they never received the mailing in the first place, what good is all that effort? Plus, undelivered mail is never returned to you, which simply makes a bad situation even worse.

To make a campaign successful you need to understand how to effectively manage mail performance.

We call it having actionable insights.

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You've heard the phrase 'Informed Delivery.'

How would you describe what it is and why it's so valuable?

It's an opt-in service provided by the USPS that allows consumers to get a digital sneak peek of the direct mail campaign piece they'll receive later that day.

According to recent surveys, Informed Delivery has been shown to double the amount of consumer impressions for your mail campaign, and also builds anticipation for what's to arrive. There aren't too many other options quite like it.

Informed Delivery enhances customer satisfaction, which leads to an average open rate of 65%.

It provides a second window of opportunity, which will make your marketing team's confidence go through the roof.

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As long as your direct mail content is creative and appealing, that's what ensures a successful campaign.

True?

False, it's not nearly enough. How you send direct mail, where you get your lists, what kind of delivery methods you use, even how much you personalize each piece, is just as important—sometimes even more so—than what the content says and how it looks.

The use of postal data insights helps you determine the right messaging, reach more qualified users, and spark the necessary interest that contributes to campaign success.

The detail you can gain from the data is quite remarkable, in fact. You can identify how long people spend reading mail depending on how many words are included compared to how many images. You can pinpoint what delivery day of the week drives the highest response or determine which campaigns benefit most from EDDM (Every Door Direct Mail) from the USPS.

It's all about the data. Any way you look at it, that's always the correct answer.

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When your direct mail campaign is ready to launch, you must decide when to send it out and when you want it to arrive.

Which is more important?

It's a bit of a trick question. Why? Because while the day it arrives at its destination is in fact of the greatest significance, the day it's mailed often plays directly into how well you meet that target. It all depends on several factors.

Studies show that the day of the week a direct mail piece is received has a discernable effect on consumer attitudes and response rates.

Increasingly it is the in-home date that provides the greatest ROI, as most of the time it is also part of a coordinated multi-channel campaign.

But not all consumers are the same, and not all campaigns have the same effect. That's where targeted data comes in: once you know how your customers respond to delivery dates—and what kind of mailings they respond to—you can have more confidence that a campaign will deliver on its promise.

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[CLICK HERE IF YOU'D LIKE MORE INFORMATION ON IN-HOME DELIVERY DATES, HOW TO DETERMINE WHEN TO SEND OUT CAMPAIGNS, HOW TO BEST PLAN THE TIMING OF FOLLOW-UP MESSAGING, AND MANY RELATED TOPICS.](#)

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Retargeting: it's a marketing term you've heard many times.

What would you say if someone asked you how it works and why it can be such a useful option?

In a nutshell, retargeting helps activate direct mail that hasn't yet compelled a prospect to act. How?

By taking clues from consumers who indicate even the slightest curiosity about something on your website (by clicking on a link, for instance, or placing something in the digital shopping cart without actually purchasing it). Once the IP address is captured, the retargeting mail campaign can begin.

That, in turn, can renew consumer awareness. It can be an effective reminder. It can revitalize interest. The truth is that retargeting is becoming a \$100 million industry all by itself! Not every campaign will need it or even want to use it, but having it in your direct mail arsenal will give you the confidence to know that you're ready for any challenge.

CLICK HERE IF YOU'D LIKE MORE INFORMATION ON RETARGETING, HOW TO ACTIVATE IT THROUGH SUCH SYSTEMS AS AADM (ADVANCED ADDRESSABLE DIRECT MAIL), AND WHY OTHER COMPANIES HAVE ADOPTED IT SO AGGRESSIVELY.

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Only you know how many questions you got right. More importantly, **only you** can decide whether or not you'd like your organization to have access to all the answers and the background, details, and tools to go along with them.



***The fact is that you don't have
to know everything.
But it's good to know someone who does.***

Turn to the experts at **GRAYHAIR** so that you never have to guess again.



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ACTIONABLE INSIGHTS**

***Using postal data to create significant impact
across the enterprise.***