



CONNECTING CUSTOMERS TO DIGITAL EXPERIENCES WITH PHYSICAL MAIL



WHY DOES DIRECT MAIL CONTINUE TO DELIVER IMPACT AND ACTION?

Because technology and trends inevitably change, but people don't.

Marketing is and will always be about connecting with customers in relevant and emotional ways that drive engagement.

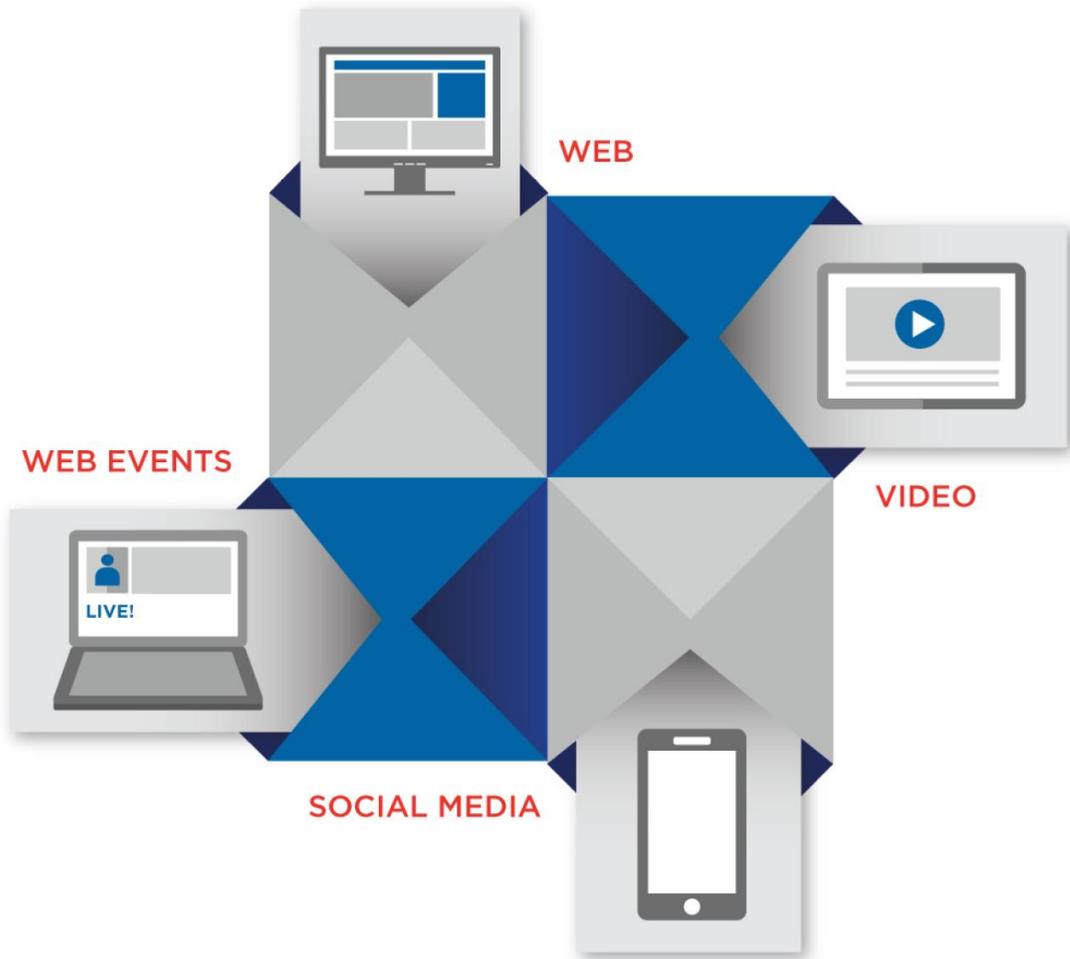
This is where mail outperforms other channels.





MAIL DRIVES CUSTOMERS ONLINE

And mobile is making it easier than ever for people to make the transition.



DIRECT MAIL IS THE SPARK THAT INITIATES CONNECTIONS

What makes mail unique is its ability to:

- Break through the media clutter.
- Deliver micro-targeted, personalized experiences.
- Seamlessly integrate with digital experiences and e-commerce transactions.

MORE RESPONSIVE, DYNAMIC, AND PERSONALIZED MAIL IS HERE

Rapid-response mail harnesses data to target customer buying habits through direct mail. It's mail that knows who the customer is and fits their lifestyle and preferences.



Example:

- To reengage customers who have abandoned their shopping carts or who browsed but failed to act, a major online shoe company deploys rapid-response direct mail.
- Drawing from the data gathered during the website visit, a personalized, direct mailpiece is sent to the consumer within 24 hours, offering them VIP status that entitles them to discounts on similar items to encourage follow-through.

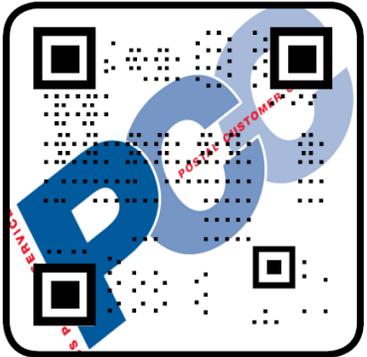
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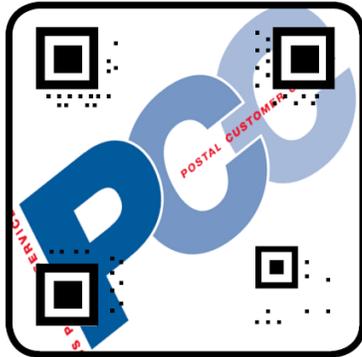
QR CODE & LOGO



VISUAL QR CODE



DOTLESS VISUAL QR CODE



QR CODES ARE CONTINUING TO EVOLVE

QR codes are no longer static. They are dynamic, linking mail to new innovations and capabilities. And it's just the tip of the iceberg.

Example: A sporting goods store uses dynamic QR codes to transport customers directly to offers on their website and social media page as well as to launch product videos, motivate app downloads, and to drive participation in online contests.

AUGMENTED REALITY (AR) GIVES PRINT DIGITAL DIMENSION

AR transforms mail from something a customer reads to something they interact with, helping to:

- Create lasting impressions.
- Deliver unexpected, visceral, and impactful experiences that can create highly qualified leads.
- Launch videos that can take customers directly to a purchase point.



Example: A major Swedish furniture company embedded AR within its print catalogs that lets shoppers preview digital furniture in their physical house using an app on their smartphones. Rather than imagine how the piece will look in a space, shoppers can display it in 3-D and in real time anywhere in the room.

NEAR FIELD COMMUNICATION (NFC) OPENS A DIGITAL PORTAL THAT DELIVERS IMMEDIATE EXPERIENCES

Unlike QR codes and AR, NFC takes the customer to a digital experience instantly with just the tap of their smartphone.

Integrating wireless NFC microchips into your mailpieces can:

- Lead to immediate, engaging, and productive online experiences.
- Make it fast and easy for customers to engage because they don't need to download a special app in order to interact.

Example: A new gym in town embedded an NFC chip into their direct mailpiece, which enabled users to instantly receive a free pass by tapping the chip with their smartphone.



MAIL IS THE FOUNDATION THAT SUPPORTS AN OMNI-CHANNEL STRATEGY

Mail thrives and delivers the highest return when:

- It's truly part of an omni-channel strategy.
- It leverages findings from digital strategies and connects with other data streams.
- It supports other advertising channels but also defines the consumer journey with a consistent experience.

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BIG DATA ISN'T JUST A BUZZ WORD, IT'S A GAME CHANGER

Why are 54% of marketers (according to DMA's Statistical Fact Book) already using some kind of big data solution?

Because it enables marketers to:

- Create mail that features highly personalized programs and offers.
- Tap into technologies that search and identify online behavior to create ultra-targeted leads.
- Coordinate campaigns to deliver timely messages.

EXAMPLE: Big data can also be used to glean information such as a customer's birthdate—enabling businesses to create personalized birthday cards that include a coupon to be redeemed around that date.

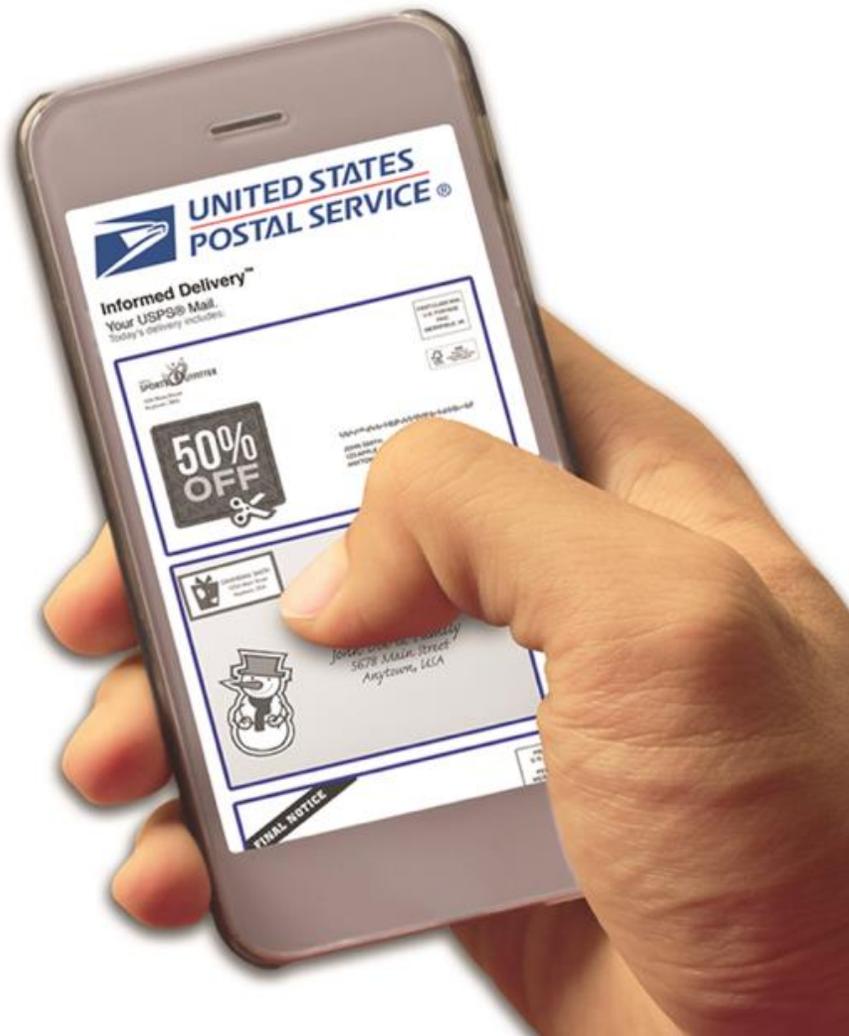


GOOD DATA

IS

BETTER





THE NEXT BIG THING: INFORMED DELIVERY™

Informed Delivery:

- Provides a digital notification of physical mail that will be delivered to a customer.
- Elevates the role of mail by being part of the daily experience in a customer's life.

BEST PRACTICES AND NEXT STEPS

What can we all do to increase the strength and convergence of mail with digital experiences to increase ROI?



Explore new ways of combining mail with other channels and data streams.



Use data and analytics to get to know who your customers are.



Demonstrate the power of mail as a trigger to digital experiences across devices.



Track and prove what happens when mail and digital work together.



Gain a deep understanding of your customers' experiences with your brand.

THE BOTTOM LINE

Mail is evolving.

You are driving these changes in mail.

**Let's work together to get the word out about
the power of today's mail.**



THANK YOU