

DATA-POWER YOUR DIRECT MAIL.

Direct mail is an engaging, responsive marketing powerhouse that moves consumers to act.



But it's only as effective as the **data** used to fuel it.

A vast assortment of data is available today.



Offline



First-Party



Industry



Second-Party



Online



Proprietary



Third-Party



Aggregated



Local



Community

By strategically segmenting and applying the right **data** accurately, you can better create and manage

Goal-focused

Budget-oriented

High-performing

direct mail campaigns that are



TARGETED

Precisely microtarget your best consumers who are most likely to engage.



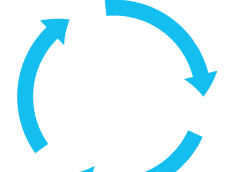
CLEANSED

Strategically generate and update audience lists, gaining fresh names.



PERSONALIZED

Create highly individualized pieces that will resonate more effectively with consumers.



SYNCHRONIZED

Cohesively coordinate and connect direct mail campaigns with your entire marketing program for maximum omnichannel impact.

Data-powered direct mail campaigns yield

2x

higher response rates...

and connect with the right consumers for higher



RETURN ON INVESTMENT



RESPONSE RATES



RE-INQUIRIES



BRAND AWARENESS



CONSUMER ACTION



Boost your data. Boost your direct mail.