



## THE 7 MOST EFFECTIVE DIRECT MAIL STRATEGIES | PERSONALIZATION

Direct Mail Formats for  
Maximum Impact

# A PERSONALIZED CX STARTS AT THE MAILBOX

You know the feeling you get when you meet a person for the second or third time and they still can't remember your name? Maybe you start to feel unimportant, small or even annoyed.

Now think about how you feel when someone remembers not only your name, but your likes and dislikes, hobbies and interests? It feels pretty good! Your thoughts and opinions matter. You're worth remembering!

This is why personalization is so important to marketing success right now — no matter the industry.

From special birthday deals to getting a heads up when prices drop on products you've browsed (or purchased) in the past, there's no denying a more personalized customer experience is one that creates loyalty. In fact, according to a survey by Segment, 44% of consumers will become repeat buyers after a personalized experience.<sup>1</sup>

How effective is your direct mail strategy? And how personalized is it? In the following, we'll show you seven effective — and proven — direct mail formats that integrate personalization to make a huge difference in overall sales.

1. [MarketWired](#), "Segment Survey Finds Consumers Will Spend More When..."





## REDUCE PRODUCTION COSTS

Your current acquisition campaign is mailing a personalized 9-by-12-inch flat mailer. Production costs related to plate changing from one product version to another have become a concern. **You need to reduce costs.**

### How You Achieve It

Transfer your current campaign to variable print technology. This printing modification executes imaging in a shared template configuration, which enables the promotion of an unlimited number of products without the need to constantly change plates or create new postal strings. Multiple versions can now be produced with completely different content while keeping within the same component structure of the outer mailing and letter.

### Use Case

We leveraged our patented ProteusJet<sup>SM</sup> variable print technology to produce 2-color variable messaging for a large insurance provider. Our strategists developed an 11-by-5 format – Format Q1161 – to test against the insurance marketers' 9-by-12 control package.

The move to variable print technology afforded them flexibility to change the information and appearance of the outer mailing envelope and the letter in a single run, all in-line.



Format Q1161

### Results

The new campaign saw an 80% lift in response and saved the client hundreds of thousands of dollars in postal costs.

80%  
*lift in response*

\$100K+  
*saved in postal costs*

# 2

## PERSONALIZE OFFERS

Your current direct mail campaign is following the one-size-fits-all method. However, personalization is a growing topic in your industry and you understand that it is the vehicle for delivering the type of relevant offers your customers expect. **You need to personalize your offers.**

### How You Achieve It

Evolve from the one-size-fits-all to a full variable versioning method. This involves many rounds of testing to continually improve format design, content/offers and customer scoring/ranking – all to find the best combination to increase monthly net customer gains. Based on the results found through testing these aspects, versioning can be applied to create the most relevant offer for each individual customer.

### Use Case

We advised the client to start versioning their mailings. Each version would include four to 10 static thematic versions per campaign. Mailings have become fully variable with 4-color dynamic content throughout.

With this new format – Format Q1183 – every customer now gets a unique combination of store-wide and item level offers.



Format Q1183

### Results

One year after the update, the client saw incremental sales improve by 28% and ROI jump 17%.

28%  
incremental sales  
improvement

17%  
jump in ROI

# 3

## INCREASE EVENT REGISTRATION

You've been mailing the same postcards to qualified members in hope of gaining attendees to your events. Registration numbers are stagnant, even declining. **You need to get more people attending your events.**

### How You Achieve It

Ditch the one-size-fits-all approach and develop a more effective direct mail solution by combining variable maps with improved mailing lists.

By providing a personalized set of directions, prospects will receive the most accurate advice on how to get from their door to yours — often leading to increased foot traffic and response rates.

### Use Case

For one nonprofit, we utilized a direct mail solution that combined 4-color variable maps with improved mailing lists to target the right segment for an upcoming event.

Thanks to locr® variable data maps, a new format — Format Q2154 — displayed the event location closest to the individual recipient's home. We created the new mailing using a variable postcard printed with 4-color imaging technology, making each piece unique to the individual.



Format Q2154

### Results

The client experienced an astounding 75% increase in response and 15% increase in event attendance. Due to the results, quantities are expected to increase by millions of additional mailpieces by the end of the year.

75%  
increase in response

15%  
increase in event attendance

# 4

## STAY RELEVANT FOR FUTURE NEEDS

In your line of business, a customer may purchase a product from you and choose another service provider in the future. **You need to stay relevant for future service needs.**

### How You Achieve It

Begin with integrating target lists by combining service records and repair orders to new sales records. Use these target lists to develop offers that will enhance campaign performance. Produce a unique mailing for each and every customer record using digital print technology and execute regular trigger mailings to remind recipients and incent service visits.

### Use Case

For an original equipment manufacturer (OEM), we combined our powerful data analytics and variable digital print production to enable every mailing to be targeted with make and model-specific offers and incentives for prompt response.

Format Q3151 uses digital print technology to drive timely, relevant and highly personalized direct mail service campaigns through a powerful and flexible print production platform.



Format Q3151

### Results

The OEM has been able to achieve its goal of generating a 30-35% response rate when utilizing its target-driven database.

30-35%  
response rate

# 5

## PROVE THE VIABILITY OF COUPONS

You're currently mailing discount coupons to your house file. Discounts are the largest expense related to a direct mail campaign like yours, which could at times be as much as three times the cost of mailing. **You need to prove your discount coupons are providing worth.**

### How You Achieve It

Begin with testing and tracking your direct mail offers to determine what works best for your campaign. Utilizing variable data print platforms will allow you to test offers and determine which would be most profitable to each group of recipients. The testing doesn't end there – once you get your numbers back, try something new and test again!

### Use Case

A retail client of ours leveraged our variable data print platform, which is one of the most robust in the industry. We introduced a six-tiered discount matrix test with Format Q3162 using our ProteusJet<sup>SM</sup> variable inkjet imaging. Customers were assigned to one of six spend groups. The goal was to incentivize customers to spend more with each visit. In total, 28 different discount offers were tested within the same mailing.



Format Q3162

### Results

Testing helped the retailer to improve revenues by 68%, or more than \$1 million dollars! Implementing the new discount offers would result in the program ROI jumping from 25% to 50%.

68%  
improvement  
in revenue

98%  
jump in ROI

# 6

## STRATEGICALLY LEVERAGE DATA

It has become clear that your customers (and you) would benefit financially from implementing a rewards program. You think you know what it all entails, but how can you ensure that it is carried out and handled properly? **You need to strategically manage and leverage your data.**

### How You Achieve It

The data you have collected needs to be massaged and standardized to reduce errors. Once your data can be trusted, you can build custom auto-generated analytic reports that can provide timely data needed to make informed decisions for improving direct mail promotions. Next it's time to decide on format. A variety of formats can be created to fit the event's style, cost and cadence (e.g., weekly, bi-weekly, monthly or yearly).

### Use Case

We developed a comprehensive plan to design a system to support one retail client's need for national and regional rewards programs. A key component was creating a highly functioning automated data processing system that is operational 24/7 to detect incoming data.

We collaborated with the retailer to help shape, develop, test and implement their one-to-one loyalty trigger programs. Format Q1173 stood in as an engaging offline vehicle for this program's awareness.



Format Q1173

### Results

By developing automated analytic reporting and leveraging all channels with personalized touch points, direct mail included, our client now has the reports necessary to validate results as they continue to grow.

# 7

## GAIN MORE QUALIFIED BUYERS

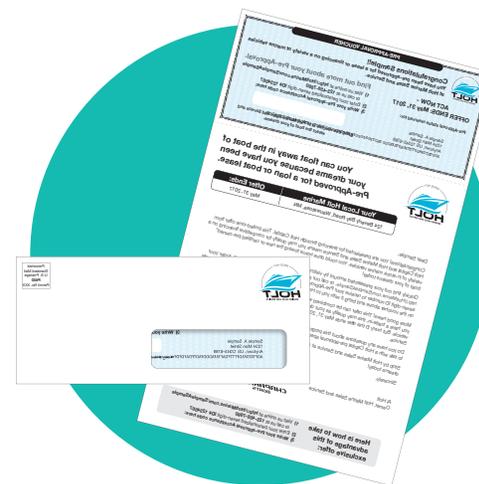
Currently, pre-approved offers are mailed to potential customers within a given radius of your physical locations. **You need to gain more qualified buyers.**

### How You Achieve It

Add multi-channel response options to your direct mail program. By adding more ways for your potential buyers to get ahold of you, you will find that they prefer one method over another. In addition, by using variable imaging, pre-printed letters can be personalized with each individual recipient in mind.

### Use Case

One of our direct mail strategists worked on-site with an automotive brand to implement the enrollment portion of a credit program to train on execution of each response pattern. Format Q1171 was the format of choice for this program. It was determined the response method of a PURL (personalized URL) was more popular than calling an 800 number.



Format Q1171

### Results

65% of the recipients used the new PURL response method. Now the client has more insight about their customer and how they prefer to interact. In this case, the majority preferred the new, digital option.

65%  
participation rate

# BRIDGE THE GAP BETWEEN PERSONALIZATION AND YOUR DIRECT MAIL STRATEGY

| True story: your customers are tired of being treated like everybody else.

**They want to be recognized as an individual, which means they expect you to:**

1. Know them.
2. Remember and acknowledge them.
3. Understand their current needs.
4. Anticipate their future needs.

By empowering your direct mail strategy with variable print — fully-customized text, imagery and offers to target individual customers — personalization becomes your vehicle to deliver on these expectations.

**The format stories we've shared here are proof of that.**



# DRIVE RESPONSE, LOYALTY WITH RRD MARKETING SOLUTIONS

**Relevance equals response.** That's the cardinal rule of direct marketing – and for more than 150 years, RRD has been perfecting it. Backed by advanced technology and analytics expertise, we specialize in mining data to unlock indicators for response and drive custom content in tune with attributes, behaviors and preferences.

Our patented inkjet imaging technology combined with several commercially available high resolution inkjet imaging systems are the engines that execute vibrant 4 color variable, highly targeted campaigns.

We pair our dynamic, in house print capabilities with sophisticated Digital Asset Management (DAM) technology, which allows efficient cataloging and access to an unlimited amount of variable content (e.g., names, logos, offers, photos, copy, etc.) for use across marketing channels.

## Optimize Engagement.

Visit [MS.RRD.com](https://MS.RRD.com)

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## More About Direct Mail at RRD Marketing Solutions

RRD Marketing Solutions hosts the largest and most diverse direct marketing production platform in America. You can leverage our resources with confidence:

- Strategic direction in design of campaigns including targeting and creative
- Creative design and copy for acquisition and retention
- Production of hyper-relevant and personal direct mail in small to large quantities with spectacular format arrays
- Postal logistics that improve delivery, timing and reduce costs
- Analytical tools and expertise to test and track winning features

**RRD Marketing Solutions builds interactions that drive response.** If you are ready to empower your direct mail strategy with a personalized approach, contact us today at **800.722.9001** or [msdelivers@rrd.com](mailto:msdelivers@rrd.com).