Making Mail Work Better with Multi-Channel Marketing

Dennis Lacognata
Sr. V.P. Sales & Marketing

What's in a Name?

Multi-Channel Marketing

Omni-Channel Marketing

Coordinated Direct Marketing

Cross-Channel Marketing

Integrated Marketing

Direct Marketing Channels

- **Direct Mail – The essential channel**
- **INFORMED DELIVERY**
- **Email**
- **Telemarketing**
- **IP Targeting**
- **Web display**
- **Social media**

Campaign Advantages

Boosts Response

Direct Mail works BUT it lacks an immediate response mechanism and is a significant investment

An email follow-up can boost response 10% - 30% by reinforcing message and providing an immediate response path, bolstering direct mail ROI

Campaign Advantages

Measure and Adjust

Determine what channels your prospect prefer and give them more of it

Adjust offers, response sites on the fly

A mailing is a single event –

a campaign unfolds

Campaign Advantages

The ROI of multi-channel:

Our experience is that a coordinated email to a house list mailing will lift response 10% - 20%;

A follow-up email timed to coordinate with direct mail delivery has been shown to double response rate vs email sent without timed coordination;

The 2012 Small Business Marketing Survey released by Pitney Bowes found 80 percent [of small business marketers] did not measure direct mail and 73 percent did not measure email. October 2012

HUMAN
RIGHTS
CAMPAIGN

1640 Rhode Island Avenue, NW
Washington, DC 20036
www.hrc.org

Ms. Maria Spagnola
97 Skippack Creek Rd # B
ollegeville, PA 19426-1328

HUMAN
RIGHTS
CAMPAIGN.

We ♥ You!
HUMAN RIGHTS CAMPAIGN

Dear Cheryl,

This season, we would like to celebrate you. You are an advocate ... a friend ... and a fighter. And here at HRC, we ♥ you for it!

We are truly grateful for your generous support of our mission — and simply couldn't move equality forward without you.

Because of your incredible commitment, We want to work harder than ever to make your HRC membership everything you want it to be. So please take part in our brief Member Preference Survey.

All you have to do is go to your personal Membership Preference page.
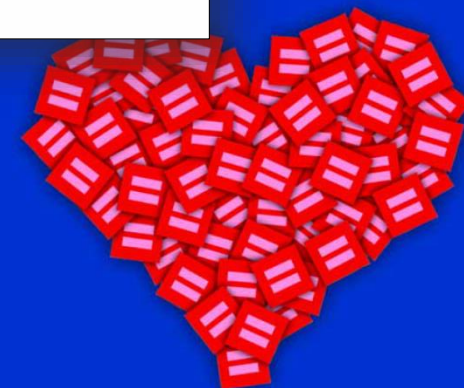
We look forward to hearing from you. Thank you again for everything — and here's to an amazing 2016, full of ♥ and equality!

Warmly,
Your HRC Family

1640 Rhode Island Ave. N.W.
Washington, DC 20036-3278

To unsubscribe from all Human Rights Campaign emails, please click here

We ♥ Ms. Spagnola

Prompt Direct
FIRST CLASS MARKETING SOLUTIONS

Campaign Summary

			Sent	Delivered	Opened	Clicked	Landed	Captured
Campaign Name:	HRC Postcard	Direct Mail:	74,028	70,899				
Campaign Id:	2106	PURLs:						0
Drop Date:	Dec 07, 15	QR Codes:					0	0
		Email:	65,411	59,636	15,635	3,193	3,302	2,388
Estimated Qty:	74,027	Web Links:					0	0
		General URL:					1,511	338
		Social Media:					0	0
		External Links:					0	0
		Totals:					5,145	2,726

Direct Mail Delivery

InHomeDate	Count	% Complete
Fri Dec 11, 15	32	0.0
Sat Dec 12, 15	255	0.3
Mon Dec 14, 15	1,651	2.2
Tue Dec 15, 15	7,762	10.5
Wed Dec 16, 15	6,760	9.1
Thu Dec 17, 15	4,219	5.7
Fri Dec 18, 15	8,173	11.0
Sat Dec 19, 15	7,259	9.8
Mon Dec 21, 15	11,045	14.9
Tue Dec 22, 15	17,812	24.1
Wed Dec 23, 15	3,798	5.1
Thu Dec 24, 15	764	1.0
Sat Dec 26, 15	377	0.5
Mon Dec 28, 15	164	0.2
Tue Dec 29, 15	84	0.1
Wed Dec 30, 15	144	0.2
Thu Dec 31, 15	76	0.1
Sat Jan 02, 16	158	0.2
Mon Jan 04, 16	102	0.1
Tue Jan 05, 16	62	0.1
Total:	70,899	95.40

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e-Mail Delivery

Email Status	Landed
Clicked:	3,193
Forwarded:	0
HardBounced:	5,773
Opened:	15,635
OptedOut:	461
Sent:	65,411
SoftBounced:	2

Social Media

Source	Count
LinkedIn	0
Facebook	0
Twitter	0
GooglePlus	0
Email Share	0
Social Other	0
Total:	0

Link Summary

Landing Page Visits

Date	Count	% Complete
Fri Dec 11, 15	2	0.0
Sat Dec 12, 15	4	0.0
Sun Dec 13, 15	5	0.0
Mon Dec 14, 15	5	0.0
Tue Dec 15, 15	75	0.1
Wed Dec 16, 15	280	0.4
Thu Dec 17, 15	308	0.4
Fri Dec 18, 15	245	0.3
Sat Dec 19, 15	348	0.5
Sun Dec 20, 15	132	0.2
Mon Dec 21, 15	128	0.2
Tue Dec 22, 15	716	1.0
Wed Dec 23, 15	195	0.3
Thu Dec 24, 15	644	0.9
Fri Dec 25, 15	154	0.2
Sat Dec 26, 15	139	0.2
Sun Dec 27, 15	95	0.1
Mon Dec 28, 15	108	0.1
Tue Dec 29, 15	77	0.1
Wed Dec 30, 15	56	0.1
Total:	5,145	5.40

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Conversions

Date	Count	% Complete
Sat Dec 12, 15	2	0.0
Sun Dec 13, 15	1	0.0
Mon Dec 14, 15	2	0.0
Tue Dec 15, 15	48	0.1
Wed Dec 16, 15	180	0.2
Thu Dec 17, 15	219	0.3
Fri Dec 18, 15	139	0.2
Sat Dec 19, 15	250	0.3
Sun Dec 20, 15	82	0.1
Mon Dec 21, 15	84	0.1
Tue Dec 22, 15	481	0.6
Wed Dec 23, 15	137	0.2
Thu Dec 24, 15	437	0.6
Fri Dec 25, 15	98	0.1
Sat Dec 26, 15	80	0.1
Sun Dec 27, 15	60	0.1
Mon Dec 28, 15	74	0.1
Tue Dec 29, 15	48	0.1
Wed Dec 30, 15	32	0.0
Thu Dec 31, 15	33	0.0
Total:	2,726	3.30

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SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM

ARRS
Your Medical Imaging Society

44211 Slatestone Court
Leesburg, VA 20176-5109

American Journal of Roentgenology
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Yania M. Lopez-Alvarez, MD
Cooperativa De Vivienda El Al...

GET 1 FREE MONTH!
Join ARRS no later than June 30 to receive 1 free month of membership and have your application fee waived.

JOIN NOW AT :
YaniaLopezAlvarez.ARRSSummer16.msreply.com

Dear Joanne S. Lee, MD:

Check your mailbox—your ARRS membership postcard is on its way and should arrive shortly with a special offer, which includes open access to *The American Journal of Roentgenology (AJR)*.

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ARRS Your Medical Imaging Society   CONNECT • LEARN • ADVANCE

Join ARRS no later than **June 30** to receive 1 free month of membership and have your application fee waived. As an ARRS member, you will receive access to *AJR* and earn up to 8 CME and Self-Assessment credits in every issue – that's 96 credits annually – in addition to an array of online learning opportunities. All this adds up to more than **500 CME** and Self-Assessment credit opportunities for you – at no additional cost.

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- Stroke: Pediatric and Adult Patients
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With this online, point-of-care tool, you can search over 516,000 images from 785 biomedical journals and earn credit for each self-directed search. Filter your key-word search by modality, patient gender, and age to receive trust-worthy search results for your medical image searches.

Campaign Summary

		Sent	Delivered	Opened	Clicked	Landed	Captured
Campaign Name:	2016 Summer Postcard	Direct Mail:	16,064	13,547				
Campaign Id:	2656	PURLs:					16	3
Drop Date:	May 01, 16	QR Codes:					0	0
		Email:	15,640	15,608	1,649	45	32	5
Estimated Qty:	20,000	Web Links:					0	0
		General URL:					19	0
		Social Media:					50	1
		External Links:					0	0
		Totals:					117	9

Direct Mail Delivery

InHomeDate	Count	% Complete
Wed May 25, 16	28	0.2
Thu May 26, 16	968	6.0
Fri May 27, 16	1,421	8.8
Sat May 28, 16	456	2.8
Tue May 31, 16	2,086	13.0
Wed Jun 01, 16	5,979	37.2
Thu Jun 02, 16	2,608	16.2
Fri Jun 03, 16	1	0.0
Total:	13,547	84.20

e-Mail Delivery

Email Status	Landed
Clicked:	45
Forwarded:	0
HardBounced:	32
Opened:	1,649
OptedOut:	13
Sent:	15,640
SoftBounced:	0

Social Media

	Source	Count
in	LinkedIn	0
f	Facebook	0
	Twitter	0
g+	GooglePlus	0
@	Email Share	0
?	Social Other	50
	Total:	50

Landing Page Visits

Date	Count	% Complete
Thu May 05, 16	2	0.0
Fri May 06, 16	6	0.0
Mon May 09, 16	4	0.0
Tue May 10, 16	1	0.0
Wed May 11, 16	2	0.0
Fri May 13, 16	6	0.0
Tue May 17, 16	2	0.0
Wed May 18, 16	1	0.0
Thu May 19, 16	1	0.0
Fri May 20, 16	12	0.1
Sat May 21, 16	2	0.0
Sun May 22, 16	2	0.0
Mon May 23, 16	3	0.0
Tue May 24, 16	4	0.0
Thu May 26, 16	1	0.0
Fri May 27, 16	1	0.0
Mon May 30, 16	1	0.0
Tue May 31, 16	24	0.1
Wed Jun 01, 16	34	0.2
Thu Jun 02, 16	8	0.0
Total:	117	0.40

Conversions

Date	Count	% Complete
Mon May 09, 16	1	0.0
Sun May 22, 16	1	0.0
Mon May 23, 16	1	0.0
Mon May 30, 16	1	0.0
Tue May 31, 16	2	0.0
Wed Jun 01, 16	1	0.0
Thu Jun 02, 16	2	0.0
Total:	9	0.00

Prompt Direct
FIRST CLASS MARKETING SOLUTIONS

Campaign Summary

	Sent	Delivered	Opened	Clicked	Landed	Captured
Campaign Name: Spring 2016 MOC Brochure	**Direct Mail:** 7,989	7,757				
Campaign Id: 2514	**PURLs:**				20	2
Drop Date: Mar 24, 16	**QR Codes:**				0	0
	Email: 39,399	39,337	5,359	200	132	27
Estimated Qty: 10,000	**Web Links:**				0	0
	General URL:				7	1
	Social Media:				93	10
	External Links:				0	0
	Totals:				252	40

Direct Mail Delivery

InHomeDate	Count	% Complete
Mon Apr 04, 16	5	0.1
Tue Apr 05, 16	594	7.4
Wed Apr 06, 16	703	8.8
Thu Apr 07, 16	333	4.2
Fri Apr 08, 16	827	10.4
Sat Apr 09, 16	1,135	14.2
Mon Apr 11, 16	1,215	15.2
Tue Apr 12, 16	1,983	24.8
Wed Apr 13, 16	709	8.9
Thu Apr 14, 16	104	1.3
Fri Apr 15, 16	38	0.5
Sat Apr 16, 16	5	0.1
Mon Apr 18, 16	7	0.1
Tue Apr 19, 16	33	0.4
Wed Apr 20, 16	42	0.5
Thu Apr 21, 16	1	0.0
Fri Apr 22, 16	10	0.1
Sat Apr 23, 16	9	0.1
Mon Apr 25, 16	2	0.0
Wed May 04, 16	1	0.0
Total:	**7,757**	**97.10**

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e-Mail Delivery

Email Status	Landed
Clicked:	200
Forwarded:	0
HardBounced:	62
Opened:	5,359
OptedOut:	38
Sent:	39,399
SoftBounced:	0

Social Media

Source	Count
LinkedIn	0
Facebook	0
Twitter	0
GooglePlus	0
Email Share	0
Social Other	93
Total:	**93**

Landing Page Visits

Date	Count	% Complete
Mon Mar 21, 16	9	0.1
Tue Mar 22, 16	7	0.1
Fri Mar 25, 16	4	0.0
Wed Mar 30, 16	6	0.1
Thu Mar 31, 16	1	0.0
Sat Apr 02, 16	1	0.0
Mon Apr 04, 16	1	0.0
Thu Apr 07, 16	1	0.0
Fri Apr 08, 16	8	0.1
Sat Apr 09, 16	2	0.0
Sun Apr 10, 16	1	0.0
Mon Apr 11, 16	1	0.0
Tue Apr 12, 16	1	0.0
Wed Apr 13, 16	4	0.0
Thu Apr 14, 16	5	0.1
Fri Apr 15, 16	5	0.1
Sun Apr 17, 16	2	0.0
Mon Apr 18, 16	2	0.0
Thu Apr 21, 16	9	0.1
Fri Apr 22, 16	1	0.0
Total:	**252**	**2.40**

Conversions

Date	Count	% Complete
Wed Mar 30, 16	2	0.0
Mon Apr 04, 16	1	0.0
Fri Apr 08, 16	5	0.1
Sun Apr 10, 16	1	0.0
Mon Apr 11, 16	1	0.0
Mon Apr 18, 16	2	0.0
Wed Apr 27, 16	2	0.0
Sun May 01, 16	1	0.0
Mon May 02, 16	3	0.0
Tue May 03, 16	2	0.0
Wed May 04, 16	2	0.0
Thu May 05, 16	7	0.1
Fri May 06, 16	3	0.0
Sun May 08, 16	1	0.0
Mon May 09, 16	2	0.0
Tue May 10, 16	1	0.0
Thu May 12, 16	1	0.0
Fri May 13, 16	2	0.0
Tue May 17, 16	1	0.0
Total:	**40**	**0.20**

Legend: Conversions, DMDelivered, EmailOpened

SNAILWORKS
COORDINATED DIRECT MARKETING PLATFORM
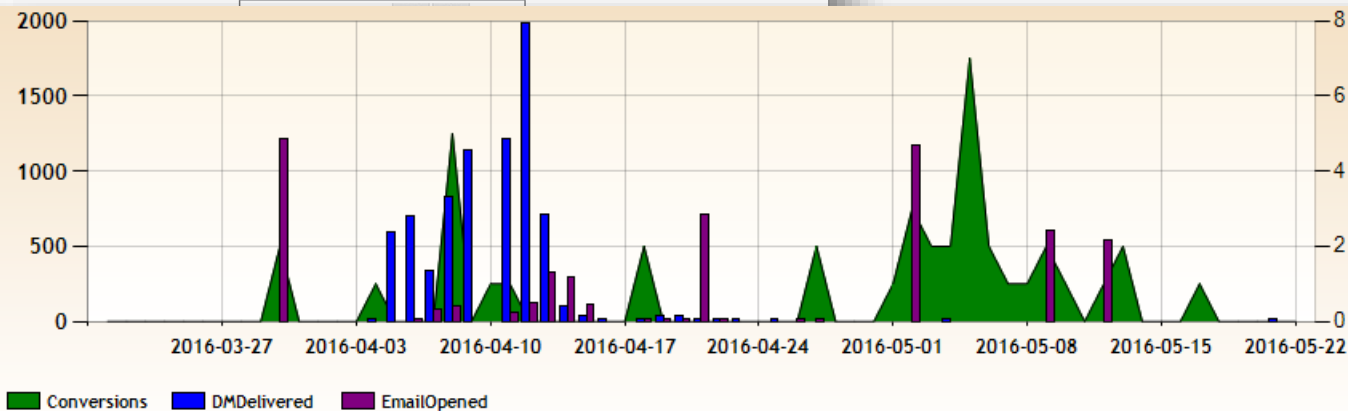
Building Your Campaign

Coordination

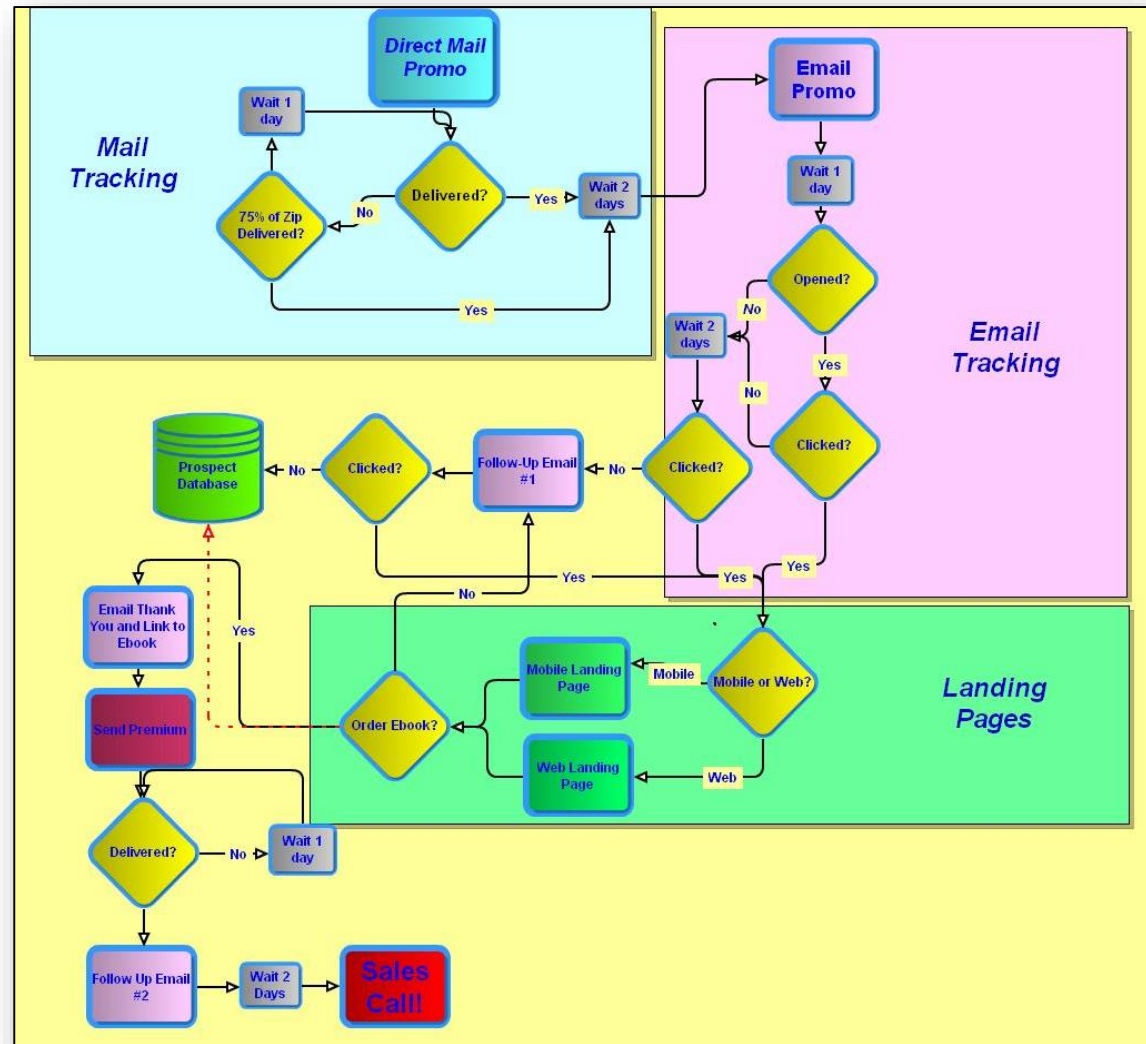# Rules and Tools

Tracking ties channels together

      Mail Tracking

      Email Tracking

      Response Tracking

Think Like a Flow Chart

Intelligent Mail & Mail Tracking

- **Intelligent Mail is a Postal Service program that uses a special barcode (the Intelligent Mail barcode, or IMb)**

- **Using the IMb, Intelligent Mail Tracing tracks each piece of mail to delivery**

- **Delivery can be used as a triggering event for a supporting channel:**
  - Email
  - Telemarketing
  - IP Targeting

PURLS, GURLS, and QRURLS

A URL is a Uniform Resource Locator

- **Generally links to campaign landing page**
  - GURL: General or "Guest" URL
    - *www.HailTheSnail.com*
  - PURL: Personalized URL

    Mike.Experience.com

    DaveLokos.msreply.com

    Karen.HailtheSnail.com

  - QRURL: QR code URL

Create Your Mail Piece

- **Remember it's part of a campaign**

  - **Simple designs work well**

- **Focus on offer and call to action**

Create Your Email

- **Support the mail piece**
- **Carry through branding and look**
- **Be sure to include a personalized link**
- **Have graphic artist create art same time as mail piece**
- **While that artist is still there…**

Create Your Landing Page

Follow branding theme

This is where the selling occurs

Push to conversion

Don't forget mobile!

Call to action is critical

Convert

Convert

Convert

Drive Prospects to Landing Page

Social media

Web display

Measure

<table>
<tr><th colspan="7">Campaign Summary</th><th>🏠 🔍 @ 🗒</th></tr>
<tr><th></th><th></th><th>Sent</th><th>Delivered</th><th>Opened</th><th>Clicked</th><th>Landed</th><th>Captured</th></tr>
<tr><td>Campaign Name:</td><td>4677-21_NFP_Section</td><td>Direct Mail:</td><td>0</td><td>50,341</td><td></td><td></td><td></td></tr>
<tr><td>Campaign Id:</td><td>1714</td><td>PURLs:</td><td></td><td></td><td></td><td></td><td>158</td></tr>
<tr><td>Drop Date:</td><td>Jun 15, 15</td><td>QR Codes:</td><td></td><td></td><td></td><td></td><td>0</td></tr>
<tr><td></td><td></td><td>Email:</td><td>97,507</td><td>95,936</td><td>12,531</td><td>757</td><td>732</td></tr>
<tr><td>Estimated Qty:</td><td>52,345</td><td>Web Links:</td><td></td><td></td><td></td><td></td><td>0</td></tr>
<tr><td></td><td></td><td>General URL:</td><td></td><td></td><td></td><td></td><td>394</td></tr>
<tr><td></td><td></td><td>Social Media:</td><td></td><td></td><td></td><td></td><td>6</td></tr>
<tr><td></td><td></td><td>External Links:</td><td></td><td></td><td></td><td></td><td>0</td></tr>
<tr><td></td><td></td><td>Totals:</td><td></td><td></td><td></td><td></td><td>1,290</td></tr>
</table>

Captured column: PURLs 45; QR Codes 0; Email 161; Web Links 0; General URL 15; Social Media 0; External Links 0; Totals 221.

Direct Mail Delivery

InHomeDate	Count	% Complete
Thu Jun 25, 15	100	0.2
Fri Jun 26, 15	5,923	11.3
Sat Jun 27, 15	4,342	8.3
Mon Jun 29, 15	11,922	22.8
Tue Jun 30, 15	10,246	19.6
Wed Jul 01, 15	8,108	15.5
Thu Jul 02, 15	3,179	6.1
Sat Jul 04, 15	2,320	4.4
Mon Jul 06, 15	3,031	5.8
Tue Jul 07, 15	584	1.1
Wed Jul 08, 15	324	0.6
Thu Jul 09, 15	109	0.2
Fri Jul 10, 15	1	0.0
Sat Jul 11, 15	145	0.3
Mon Jul 13, 15	1	0.0
Wed Jul 15, 15	1	0.0
Thu Jul 16, 15	1	0.0
Fri Jul 17, 15	2	0.0
Thu Jul 23, 15	1	0.0
Sat Jul 25, 15	1	0.0
Total:	50,341	96.20

e-Mail Delivery

Email Status	Landed
Clicked:	757
Forwarded:	0
HardBounced:	1,563
Opened:	12,531
OptedOut:	283
Sent:	97,507
SoftBounced:	8

Social Media

Source	Count
LinkedIn	1
Facebook	1
Twitter	0
GooglePlus	3
Email Share	1
Social Other	0
Total:	6

Link Summary

Landing Page Visits

Date	Count	% Complete
Tue Jun 16, 15	2	0.0
Wed Jun 17, 15	2	0.0
Fri Jun 19, 15	1	0.0
Sun Jun 21, 15	1	0.0
Mon Jun 22, 15	2	0.0
Tue Jun 23, 15	3	0.0
Wed Jun 24, 15	2	0.0
Thu Jun 25, 15	2	0.0
Fri Jun 26, 15	7	0.0
Sat Jun 27, 15	5	0.0
Sun Jun 28, 15	1	0.0
Mon Jun 29, 15	5	0.0
Tue Jun 30, 15	15	0.0
Wed Jul 01, 15	11	0.0
Thu Jul 02, 15	18	0.0
Fri Jul 03, 15	4	0.0
Sat Jul 04, 15	4	0.0
Sun Jul 05, 15	6	0.0
Mon Jul 06, 15	6	0.0
Tue Jul 07, 15	8	0.0
Total:	1,290	1.50

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Conversions

Date	Count	% Complete
Fri Jun 26, 15	1	0.0
Sat Jun 27, 15	1	0.0
Mon Jun 29, 15	5	0.0
Tue Jun 30, 15	5	0.0
Wed Jul 01, 15	6	0.0
Thu Jul 02, 15	8	0.0
Fri Jul 03, 15	1	0.0
Sat Jul 04, 15	3	0.0
Sun Jul 05, 15	1	0.0
Mon Jul 06, 15	4	0.0
Tue Jul 07, 15	1	0.0
Wed Jul 08, 15	2	0.0
Thu Jul 09, 15	2	0.0
Tue Jul 14, 15	1	0.0
Wed Jul 15, 15	66	0.1
Thu Jul 16, 15	10	0.0
Fri Jul 17, 15	6	0.0
Sat Jul 18, 15	2	0.0
Sun Jul 19, 15	1	0.0
Mon Jul 20, 15	1	0.0
Total:	221	0.20

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Keep Your Campaign Active

Keep Your Campaign Active

- **Remarketing**
    - Place cookies on landing pages
    - Creates links back to landing page
- **More Emails**
- **More Direct Mail**

Campaigns Can Be Easy

Prompt Direct has all of the tools and expertise to turn your next mailing into a multi-channel campaign

INFORMED DELIVERY

My USPS Mail – Benefits

Consumer
- Subscribers see important mail before delivery

- They can take action even before the actual mail piece arrives

- The entire household can have a quick view of incoming mail - so they don't miss anything intended for them

Mailer
- Generate multiple impressions from a single channel

- Engage users and drive site traffic through interactive digital content

- The intended recipient sees their mail, even if they are traveling or they get home after the mail has been sorted

My USPS Mail – Comparisons/Results

"...this service is absolutely brilliant.... I didn't know I needed this..."

2%
RESPONSE
Direct Mail

1.3X
RESPONSE
INCREASE
Direct Mail + Email

1.4X
RESPONSE
INCREASE
Direct Mail + Email + Web

**> 2.0 X**
RESPONSE
INCREASE
Direct Mail + My USPS Mail

Note: 2% response rate is provided as an example for comparison purposes. Response rates vary by creative.

My USPS Mail – NY Metro Pilot: Phase 1

★ **My USPS Mail images delivered via email each morning**

★ **ZIP Codes: 066, 069, 100-119**

- Recruiting in progress for recipients

★ **Capability for supplemental, linked content will be available**

- Capabilities will be extended to Northern Virginia

★ **Operational data will be provided to mailers**

- Open and click-through rates
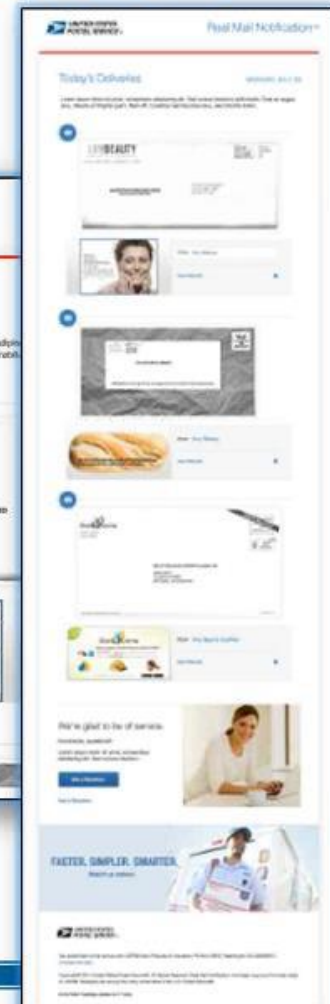
My USPS Mail – NY Metro Pilot: Phase 2

★ **My USPS Mail images delivered via email daily before 9 am ET**

★ **Consumer portal available in MyUSPS® in addition to email**

★ **Capability to replace scanned images with mailer provided images**

  ★ **Possible inclusion of flat sized mail**

"This is awesome! I travel a lot, and this helps me stay on top of things."
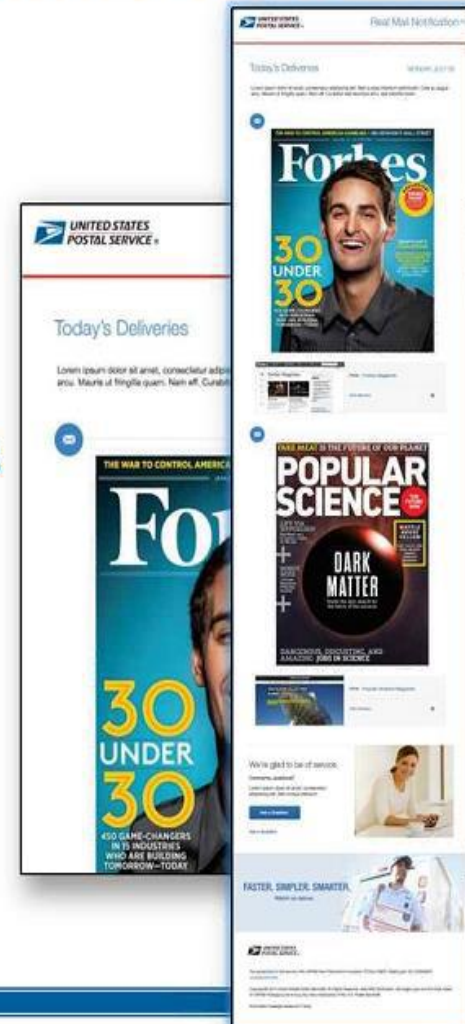
Questions??

Dennis Lacognata
dlacognata@promptdirectinc.com
732-802-8118