

DELIVERED 2025



UNITED STATES
POSTAL SERVICE®



Elevate Omnichannel Marketing with Direct Mail Innovations

Heather Lewis, USPS

TODAY'S PRESENTER



Heather Lewis

Manager, Product Integration & New Solutions
United States Postal Service

Heather Lewis is the Manager of Product Integration & New Solutions at the United States Postal Service (USPS), where she leads various key initiatives, including the Postal Service's direct mail promotions - a robust program that generated over 35 billion pieces of discounted mail last year. She also launched *Direct Effect*, an academic outreach program that educates future marketers on the value of mail as a marketing channel, reaching more than 12,000 students across 198 colleges and universities. Most recently, Heather has been exploring artificial intelligence use cases to enhance customer service and improve business processes.

Heather earned her Lean Six Sigma Greenbelt by improving the machinability of the National Holiday mailer. She holds a bachelor's degree in marketing from George Mason University and a master's degree in business technology from Marymount University.

Outside of work, Heather enjoys hiking and visiting wineries with her husband and two dogs, Lily and London.

The Power of Direct Mail Marketing

Cost Efficient



79% of executives agree that direct mail provides the highest ROI of any channel they use.¹



Cost Per Acquisition of Direct Mail is \$19²

*Compare to: \$16-\$18 Mobile & Social,
\$21-\$30 Paid Search, & \$41-\$50 Internet Display*

Effective



Every 8 out of 10 customers have taken measures to limit their digital behavior, which has led to lower engagement with digital tactics.³



53% of U.S. consumers aged 18-34 **search for brands online after receiving direct mail**, and those aged 35+ visited the brands website.⁴



Direct mail achieves an **80-90% open rate**, surpassing email's 20-30% performance.⁵

1. Lob State of Direct Mail 2025
2. Modern Postcard, Direct Mail Statistics 2023
3. Deloitte Connected Customer Survey 2023
4. PebblePost, Power of Direct Mail in 2024
5. PostGrid Direct Mail Statistics That Will Convince You To Invest In It, 2024

Mail's Value to Business & Consumer

Overall, mail is a high-performing, personal, and reliable channel that both business customers and consumers continue to rely on

Effective

79%

of executives rank direct mail as their best-performing channel for ROI¹

- ✓ Marketing executives say direct mail enhances engagement and conversions across digital channels, boosting performance in email, social media, and online ads
- ✓ Direct mail commonly outperforms digital campaigns – across industries

Personalized

35%

of consumers believe direct mail is more personal²

- ✓ Personalization can improve the engagement experience and increases the potential of the mailpiece being opened
- ✓ Direct mail has the capability to uniquely connect with recipients; making it a memorable impact that produces results

Reliable

81%

of respondents expect their organization's spending on DM to somewhat or significantly increase in 2025³

- ✓ Emphasizes the significance of direct mail to organizations
- ✓ Shows direct mail is a valuable investment for marketers

1. State of Direct Mail 2025 - Lob

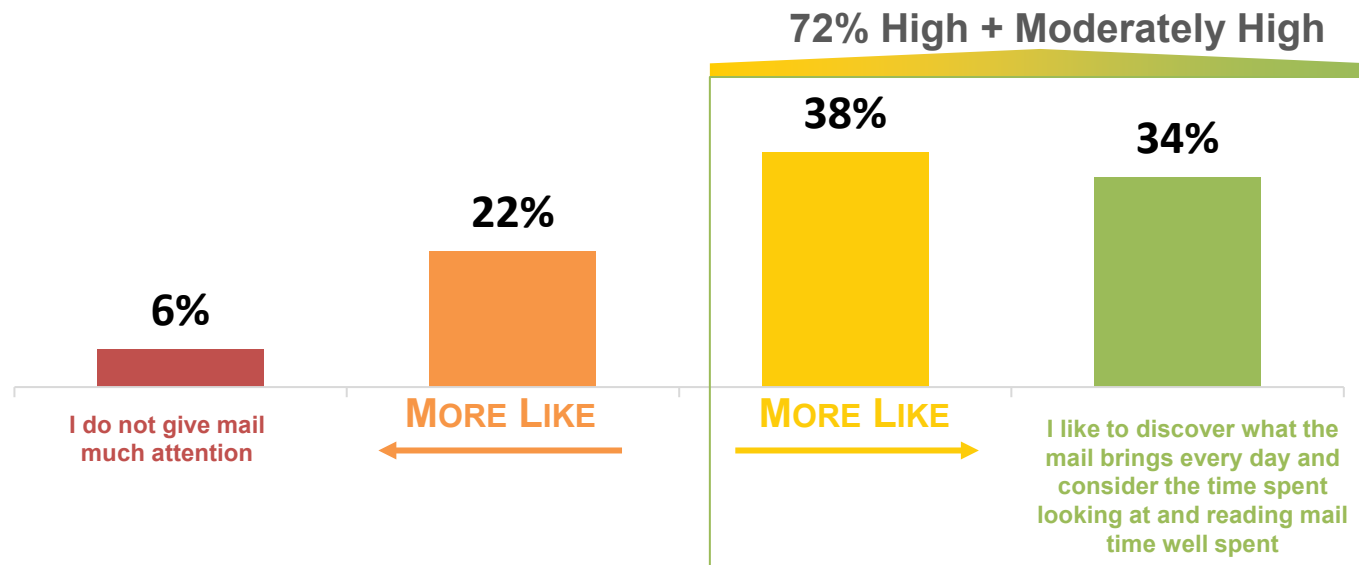
2. Postgrid

3. Winterberry – Delivering Performance – December 2024

Consumers Value Direct Mail

72% of consumers describe themselves as having a high or moderately high interest in receiving it¹.

Attention Given to Mail



T2B:
 Spring 2024 = 75%
 Spring 2023 = 73%
 Spring 2022 = 75%
 Spring 2021 = 76%

What is Omnichannel Marketing?

OMNICHANNEL MARKETING

A customer-focused integrated marketing approach across a variety of devices and touchpoints.



98%

of Americans switch between devices in a single day.¹

90%

of customers expect consistent interactions across channels.²

Omnichannel Marketing: More is Merrier

PLAY TO THEIR STRENGTHS

An integrated marketing approach empowers you to eliminate discrepancies among communications channels while also taking advantage of each channel's strengths.¹



89%

The graphic features a dark background with various digital communication icons (phone, email, social media) overlaid on a blurred image of hands holding a smartphone.

of customers retained when companies use omnichannel engagement strategies.²



287%

The graphic shows a dark background with a blurred image of hands writing on a document with a pen.

higher purchase rate when marketing with 3 or more channels in a single campaign than with single-channel campaigns.³



80%

The graphic displays a dark background with a blurred image of two women interacting in a retail or service environment.

more customer store visits generated by omnichannel strategies.⁴

1. State of B2B Omnichannel Marketing, DemandGen Report 2023

2. Porch Media Group, Omnichannel Marketing Statistics 2023

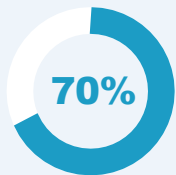
3. Omnisend Omnichannel Statistics 2022

4. Think with Google Customer Trends

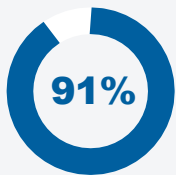
A Channel Apart: Direct Mail

DIRECT MAIL MARKETING'S DEMISE HAS BEEN GREATLY EXAGGERATED.

PHYSICAL MAIL + DIGITAL INTEGRATION = 40% CONVERSION RATES¹



70% OF AMERICANS THINK²
mail is more personal than the internet



91% OF PEOPLE THINK³
digital ads are more intrusive today
than 2-3 years ago

AMONG RECIPIENTS, DIRECT MAIL DROVE:⁴



Omnichannel Success Tips

1

Use Your Mailpiece to Deliver More Than Content

2

Turn Conversation into Profit

3

Magnify your Mailing Campaigns with New Technologies



OMNICHANNEL SUCCESS TIP 1

USE YOUR MAILPIECE TO DELIVER MORE THAN CONTENT

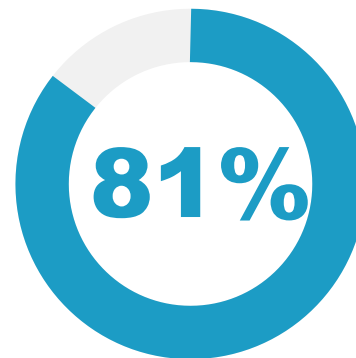


OMNICHANNEL SUCCESS TIP 1

DELIVER A FEELING

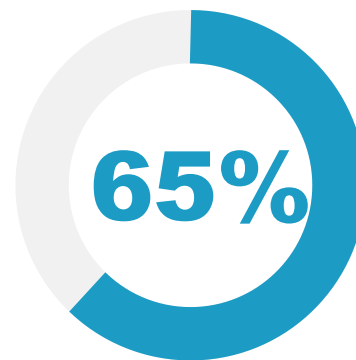
There's nothing like the real thing.

A direct mail promotion with rich texture and material puts the product in the consumer's hands—transforming how they engage with your campaign online and offline.



**81% OF
CONSUMERS**

FAVOR A PRODUCT THEY CAN
SMELL AND TOUCH OVER ONE
THEY CAN ONLY SEE¹



**65% OF
CONSUMERS**

CAN RECALL MEMORIES
ASSOCIATED WITH SCENTS
AFTER 12 MONTHS¹

OMNICHANNEL SUCCESS TIP 1

DELIVER REPEAT INTERACTIONS

Marketing mail makes itself at home.

On the fridge or in a drawer, a physical mailpiece can open a channel for repeat customers.



Pizza Shop Case Study¹

Using call tracking, a Mail Shark marketing study assessed responses to a mailpiece featuring a pizza shop's menu.

Month 1-2 post mailing

1,246

phone calls

Month 3-7 post mailing

2,476

phone calls

NEARLY 50%

of these calls came from **repeat customers**.

1. Mail Shark

OMNICHANNEL SUCCESS TIP 2

**TURN
CONVERSATION
INTO PROFIT**



OMNICHANNEL SUCCESS TIP 2

MAKE A STATEMENT: CROSS-SELL & UPSELL

Monthly Bills And Statements

97%
OPEN RATE

Receive at least **2 minutes**
of a customer's attention¹

Think outside the payment
due box by adding:



A company newsletter



Referral incentives



Customer testimonials



Promotion for a new
product or service

OMNICHANNEL SUCCESS TIP 3

**MAGNIFY
YOUR MAILING
CAMPAIGNS WITH
NEW TECHNOLOGIES**



OMNICHANNEL SUCCESS TIP 3

FROM OFFLINE BROWSING TO ONLINE BUYING

Technology Spotlight: Augmented Reality (AR)



Blends the real world
with computer-
generated content



Customers using AR are
20% more likely to make
a purchase online¹

BUILD BUYER CONFIDENCE.

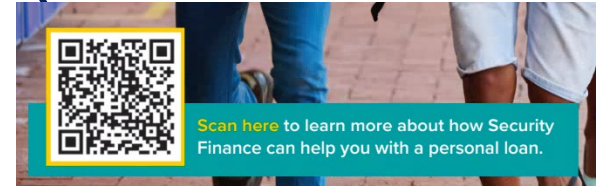
71% OF SHOPPERS

would shop more often if using AR.³

1. Harvard Business School, Augmented Reality 2022

2. USPS, How Marketing Has Evolved 2023

3. Thinkmobiles, Augmented Reality in Retail 2023



DIGITAL MEDIA + DIRECT MAIL

CAPTURES



39% MORE ATTENTION

THAN DIGITAL ONLY CAMPAIGNS²

OMNICHANNEL SUCCESS TIP 3

CREATE DIGITAL IMPRESSIONS FOR PHYSICAL MAIL

INFORMED DELIVERY®

GET TO THE INBOX, GET READ

Dodge the spam filter and go straight to the top of the inbox

DRIVE IMMEDIATE ACTION

Arriving in close succession via two channels, a Ride-along Image and physical mailpiece provide a 1-2 marketing punch that drives customers to action

72 MILLION USERS

67%

INFORMED DELIVERY
EMAIL OPEN RATE¹

21.5%

AVERAGE MARKETING
EMAIL OPEN RATE²

1



1. USPS, Informed Delivery March 31, 2025

2. Campaign Monitor Glossary

USPS Invests in Your Success



FROM TEST RUN TO HOME RUN

Take advantage of USPS Promotions discounts to test out these techniques and get the most out of mail.

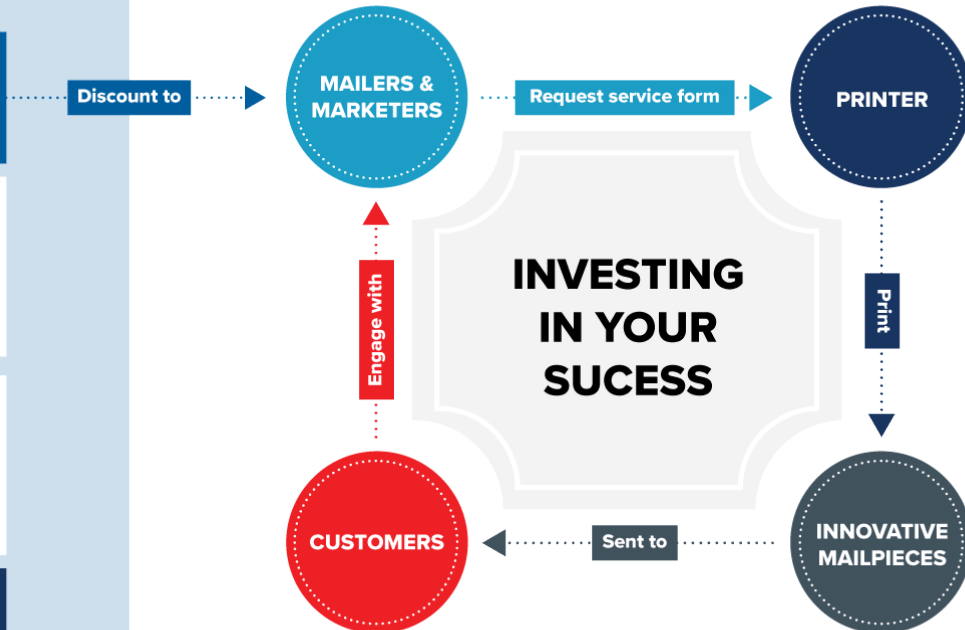
USPS








[POSTALPRO.USPS.COM/PROMOTIONS](https://postalpro.usps.com/promotions)



2026 Mailing Promotions



INTEGRATED TECHNOLOGY

- Integrate technologies that enhance mail's performance such as Augmented, Mixed or Virtual Reality; NFC; Video in Print; voice assistants and more.

DISCOUNT: 5%



TACTILE, SENSORY, INTERACTIVE

- Enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.
- Gloss stock not eligible.

DISCOUNT: 5%



CONTINUOUS CONTACT

- Increase customer touchpoints by mailing more frequently to the same addresses.
- Content of each mailing must be iterative or complementary, not duplicative.

DISCOUNT: 5%



CATALOG INSIGHTS

- Leverage catalogs to enhance product and service marketing
- Boost visibility and customer response

DISCOUNT: 10%



FIRST-CLASS MAIL ADVERTISING

- Leverage First-Class Mail® to promote your offerings to customers.

DISCOUNT: 5%

2026 Add-ons

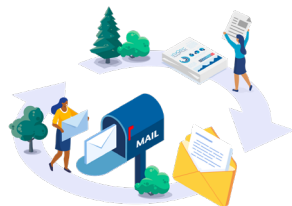


INFORMED DELIVERY®

- Enhance your mailings with USPS' omni-channel feature to give your mailpiece a digital element when using Informed Delivery® campaigns.

DISCOUNT MAILERS: 1%

eDoc SUBMITTER: 0.5%



SUSTAINABILITY

- Enhance your campaigns with environmentally conscious materials by demonstrating the paper used in the mailing came from a certifiable, responsible source.

DISCOUNT: 1%

Add-ons Overview

$$\begin{array}{c} \text{Promotion (5\%)} + \text{Add-On (1\%)} \\ = \\ \text{Up to 6\% Discount on eligible mail} \end{array}$$

Add-ons Overview

$$\begin{array}{c} \text{Promotion (5\%)} + \text{Add-On 1 (1\%)} \\ \quad \quad \quad \text{Add-On 2 (1\%)} \\ = \\ \text{Up to 7\% Discount on eligible mail} \end{array}$$

- ✓ Increase the Promotion discount by qualifying for 2026 Add-Ons.
- ✓ Add-Ons cannot be claimed alone.
- ✓ Mailers who qualify may leverage one or both Add-Ons in addition to the Promotion.
- ✓ Add-On discounts are added to the Promotion discount percentage on eligible mailpieces.

Add-ons Overview

The Marketing Mail and First-Class Mail Incentives provide value for both mailers and the USPS.

Postage Credits for Mail Volume Growth

30%
Credit

1. Mailers will receive a postage credit for qualifying **volume in excess 1M pieces and their FY24 baseline volume** – whichever is higher
2. Earned postage **credits will be issued quarterly** after June, September, and December 2025

Value of Mail Growth Incentives

- ✓ Decreases Cost of Mail
- ✓ Stabilizes Mailing Patterns
- ✓ Enables Entry Into New Markets
- ✓ Strengthens Relationship with USPS

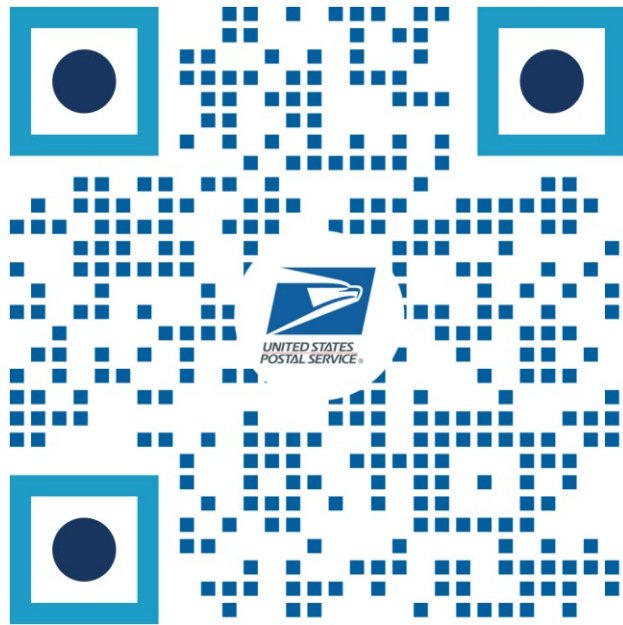
Which industries have taken advantage of these benefits?

Finance/Insurance
Healthcare
Consumer Products

Retail/Etail
Political
Education

Government/Non-Profit
Travel/Entertainment
Communications

Resources



For Promotions Related Questions:

Participants must upload all mailpiece samples to the Mailing Promotions Portal for preapproval. Please do not email samples.

To access the Mailing Promotions Portal, visit:

postalpro.usps.com/promotions/portal

Please direct questions about promotion requirements to the Mailing Promotions Portal. For questions about Portal functionality, please contact:

mailingpromotions@usps.gov

For Mail Growth Incentive Related Questions:

PostalPro contains more MGI information including FAQs, webinars, and more.

postalpro.usps.com/msi

Thank You

Unlock Digitally Powered Direct Mail

Engaging at Every Stage of the
Customer Journey



Modern direct
mail is
powered by
digital.

Hello Carson,

apio

Thank you for meeting the other day! It was great getting to know you and talking about opportunities for efficiency at StarCom.

If you're ready to schedule a demo to see Apio in action, use the QR link below.

Talk soon!



John Appleseed
Senior Sales Manager
jappleseed@apio.net
(123) 456.7890



Direct Mail is Critical for Omnichannel Success

40%

Conversion rate
when physical mail
is paired with digital ¹

89%

Of customers retained
when companies use
omnichannel engagement
strategies ²

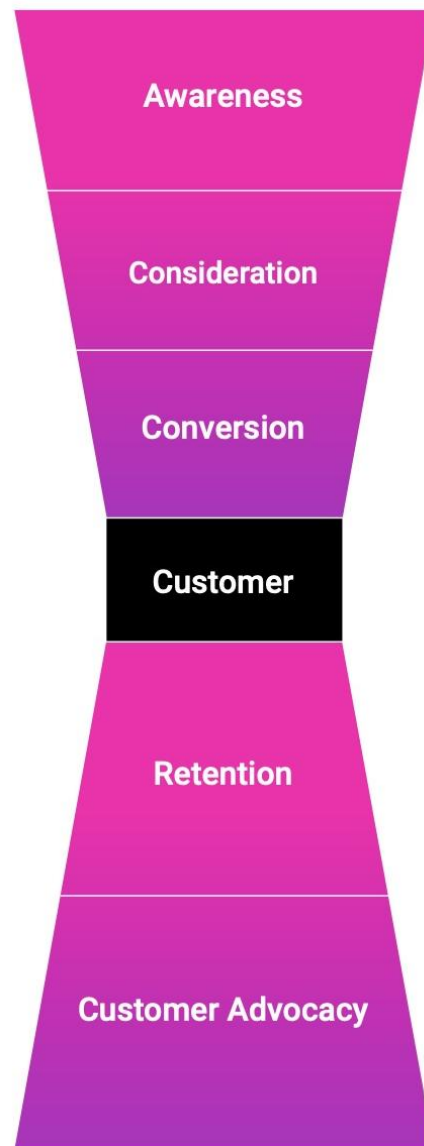
90%

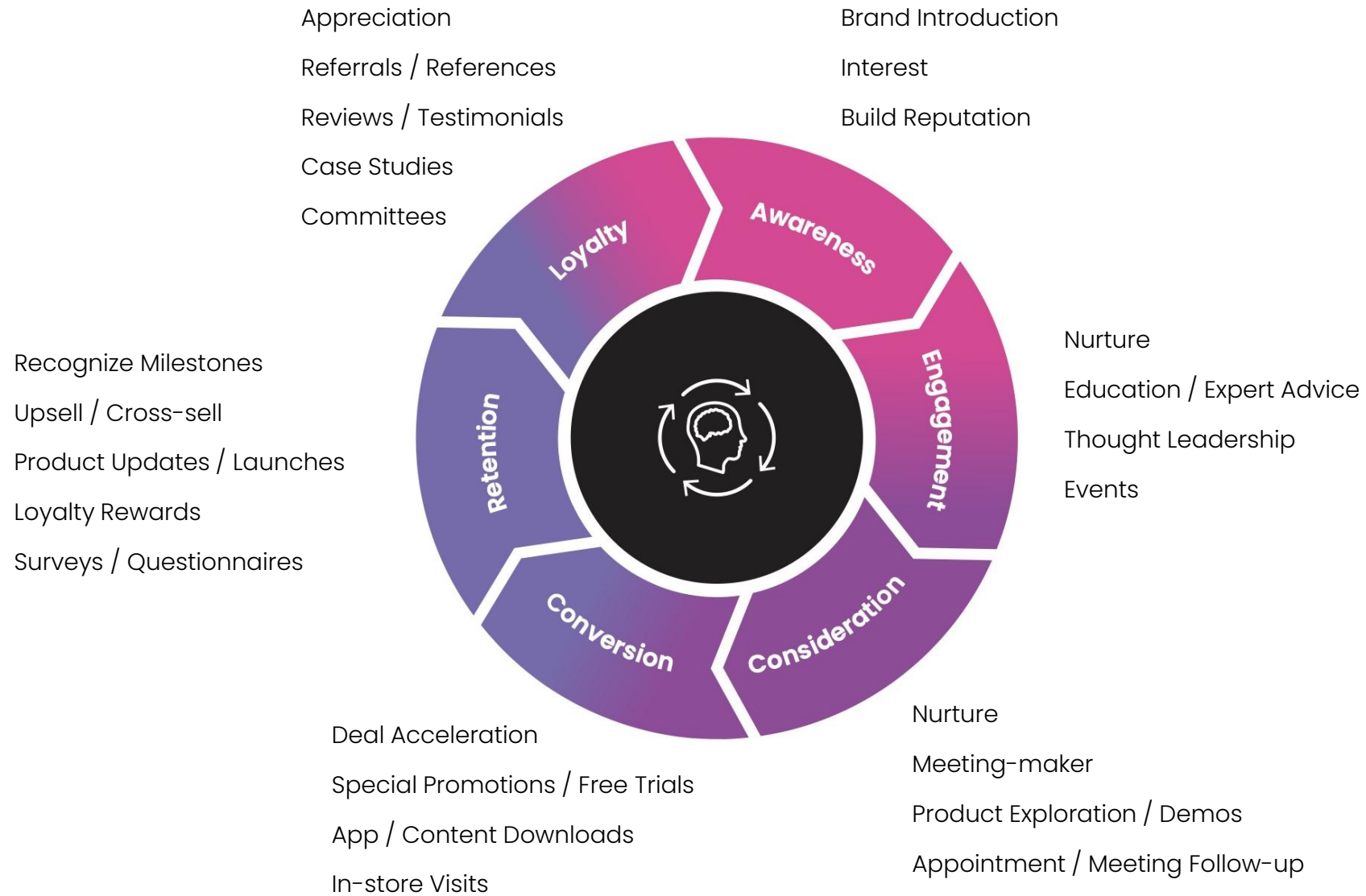
Of customers expect
consistent interactions
across channels ³

1. USPS, *The Future of Direct Mail is Here and it's Dynamic*

2-3. Porch Media Group, *Omnichannel Marketing Statistics 2023*

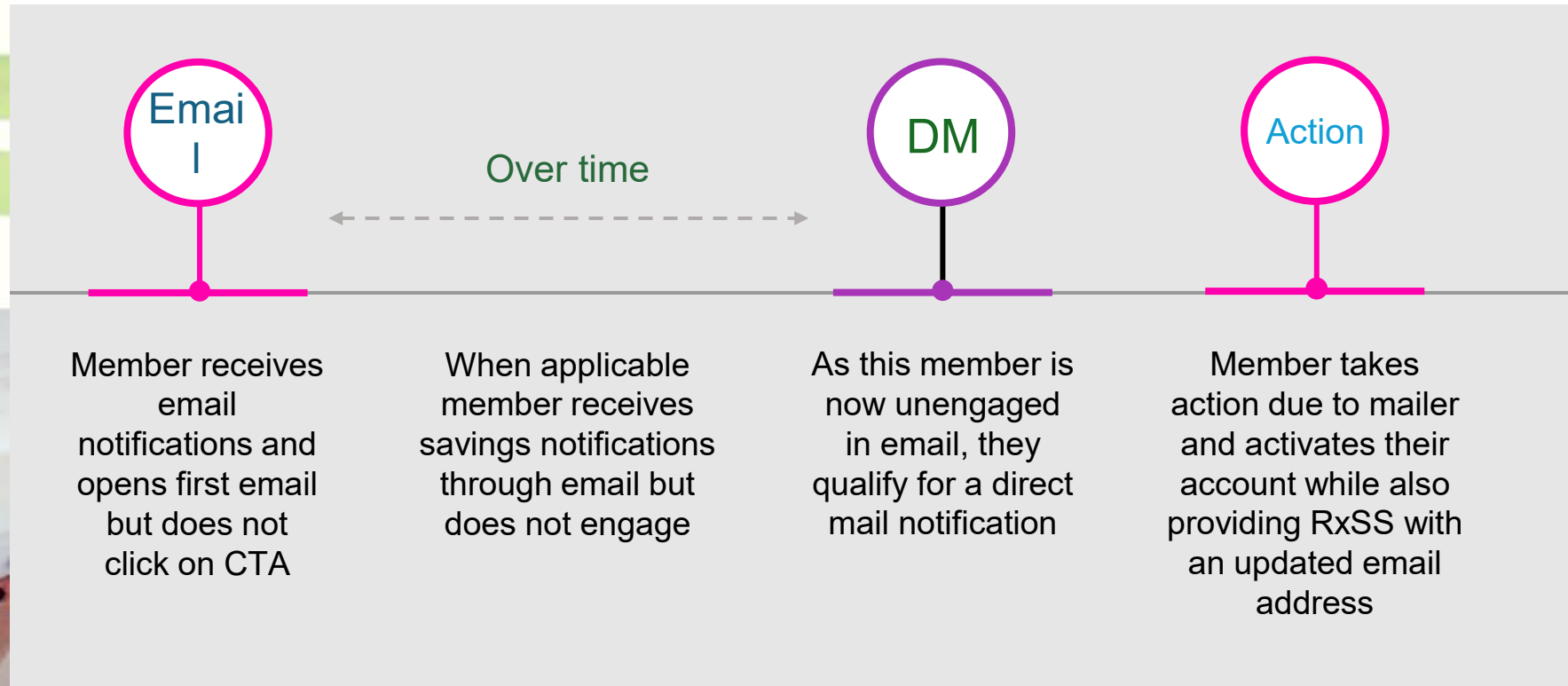
Look at every opportunity to connect across the customer lifecycle.





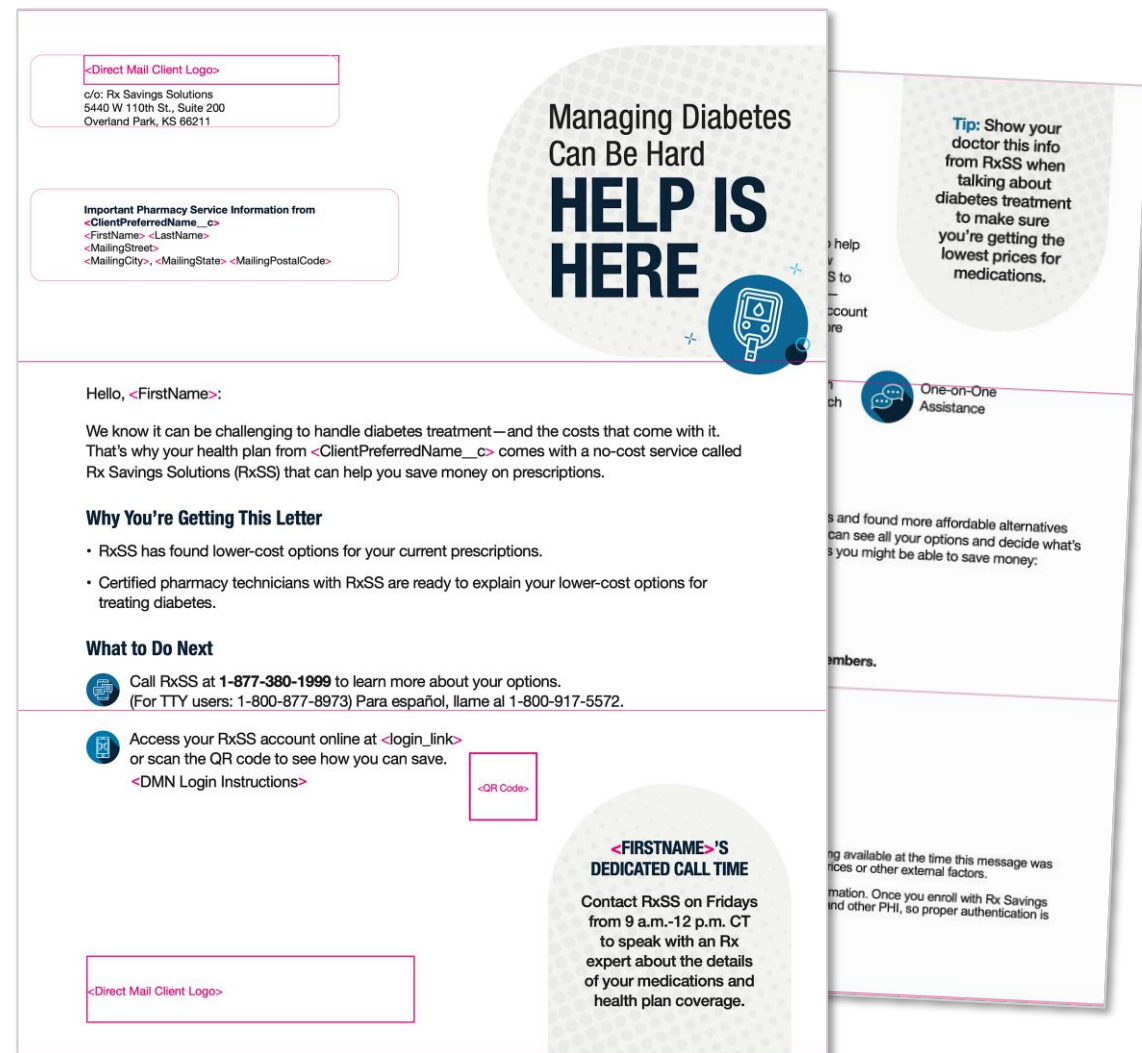
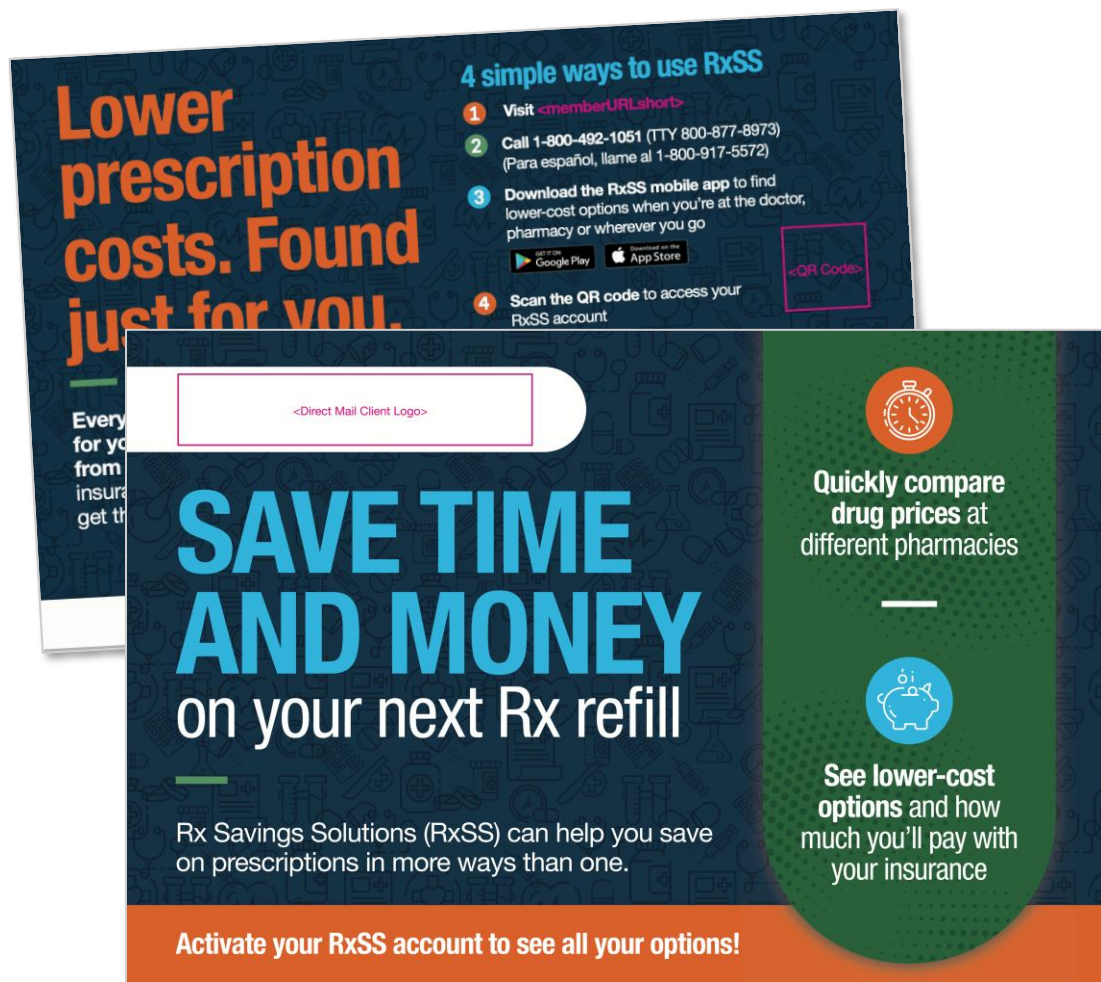
MEMBER ENGAGEMENT Journey Example

Meeting the member where they are





Campaign Toolkit Postcards and Letters





Savings Notification Letter

<Direct Mail Client Logo>

What is RxSS?

RxSS is a service created to help people find ways to save on their prescriptions. We're working with <ClientPreferredName_c> to help you.

RxSS has a team of certified pharmacists ready to explain all your options and to speak with someone on your behalf.

How We Found Savings

Our pharmacists review your health plan and found more affordable options for you. Now you can see all your options and decide what works best for you and your budget. Here are just a few ways you can save money:

- Generic forms of medication
- Better prices at different pharmacies
- Equally effective medication

To learn more about how RxSS can help you, visit rxss.com/members

Important Pharmacy Service Information From
<ClientPreferredName_c>
<FirstName> <LastName>
<MailingStreet>
<MailingCity>, <MailingState> <MailingPostalCode>

c/o: Rx Savings Solutions
5440 W 110th St., Suite 200
Overland Park, KS 66211

FirstName, you could save this much on prescriptions:

\$ <TMSPY>

Rx Savings Solutions (RxSS) is a service connected to your <ClientPreferredName_c> benefits and personalized to your medications and health plan. Here's how you can use RxSS to start saving money on prescriptions:

Member Name:	<FirstName> <LastName>
Prescription(s) Last Filled:	<LastClaimFillDate>
Savings Available:	\$<TMSPY>

How to Start Saving:

Get in touch with RxSS today to see savings options for your current prescriptions.

Call Us
Call 1-800-492-1051 • Monday-Friday, 7 a.m.-8 p.m. CT
(For TTY users: 1-800-877-8973)
Para español, llame al 1-800-917-5572

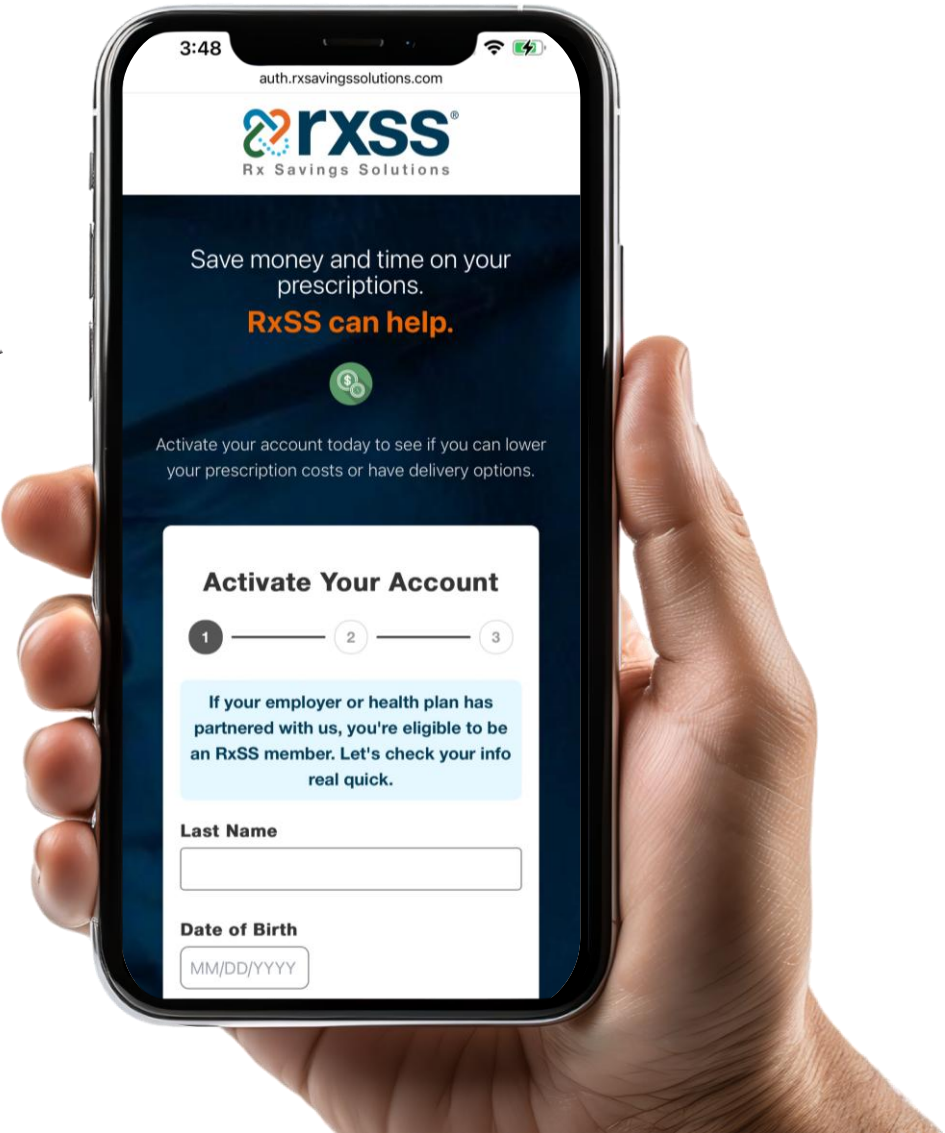
Go Online
Access your RxSS account at <login_link> or scan the QR code.

<QR CODE>

This opportunity was estimated based on your current prescriptions. Potential savings may vary.

Rx Savings Solutions follows HIPAA privacy rules. To protect your privacy, we will not share your information with anyone outside of Rx Savings Solutions, except as necessary to provide you with the services you request.

<DMNDisclaimer>
<DMN Material ID>



[illegible]

Ways to Measure Impact

Funnel Metrics

Marketing Qualified Leads (MQLs)

Sales Qualified Leads (SQLs)

Sales Qualified Opportunities (SQOs)

Sales Funnel Velocity

Pipeline

Revenue / Purchases

Marketing Metrics

Return on Investment (ROI)

Return on Ad Spend (ROAS)

Response Rate

Engagement

Inbound Phone Calls

Progressive Profiling / First-party
Data Capture

Customer Metrics

Engagement

Retention / Renewal Rate

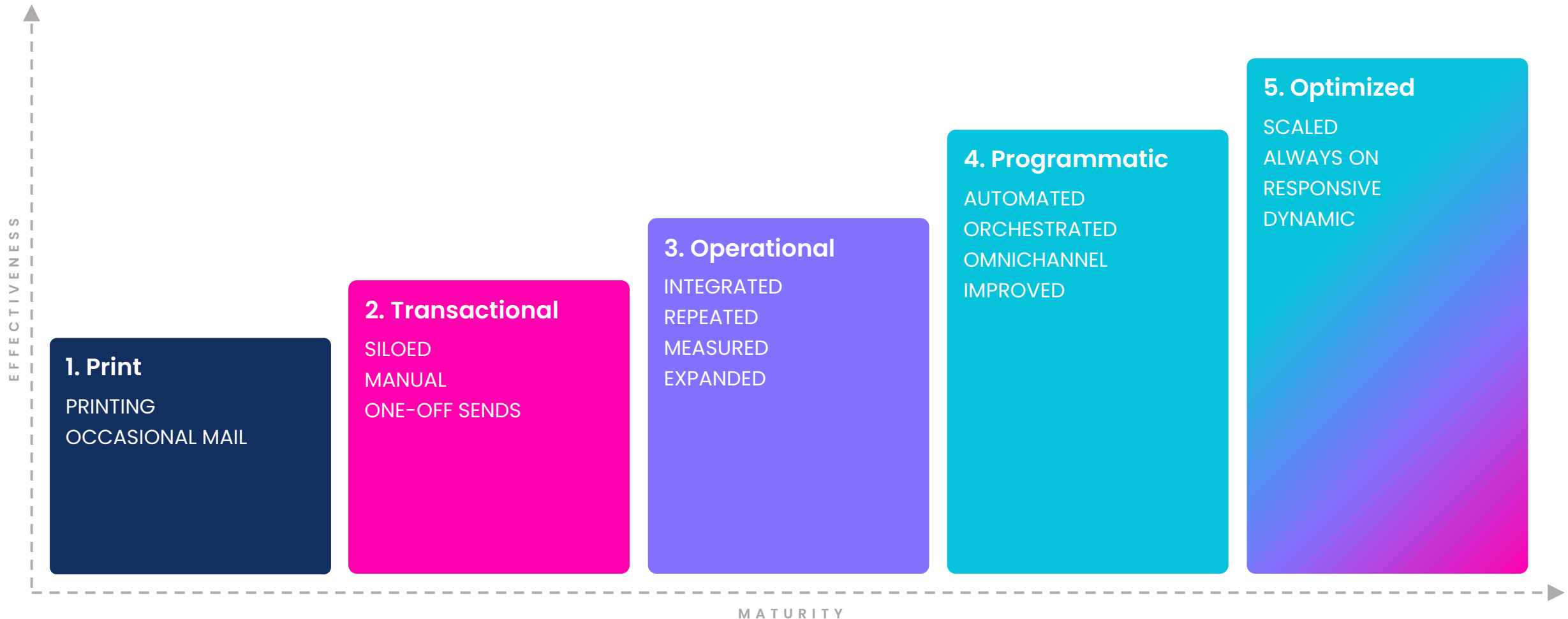
Additional Purchase / Revenue

Customer Lifetime Value (CLV)

Reviews / Testimonials

Referrals

Moving Up the Direct Mail Maturity Curve



Key Takeaways

1. Direct mail can deliver results at every stage of the customer lifecycle.
2. Test and learn along the way to maximize results.
3. Start with the end in mind and stay focused on your target outcome(s).
4. Find a knowledgeable partner who can offer strategic advice and help you scale your direct mail programs.

Questions?

Thank you.

DELIVERED 2025

BY GURU MEDIA HUB


Sponsored By



A VOMELA COMPANY

**Enter to Win
Prizes!**



A man in a blue patterned shirt and khaki pants is sitting in a grey office chair, looking at a laptop. He is in a room with a brown leather couch and a wall-mounted screen displaying the text 'CREATE WITH PURPOSE'.

CREATE
WITH
PURPOSE

CREATIVE PROOF

Real Campaigns, Real Results

Your Evidence For Why Creative Matters

Scott Hopkins, CGO, Anderson



40/40/20 Rule

The success of a direct mail campaign is 40% attributed to data and targeting, 40% attributed to the offer, and **20% attributed to creative.**



However, without the right creative, you can impact your results **by 50% or more.**

CREATIVE FORMULA FOR SUCCESS

=

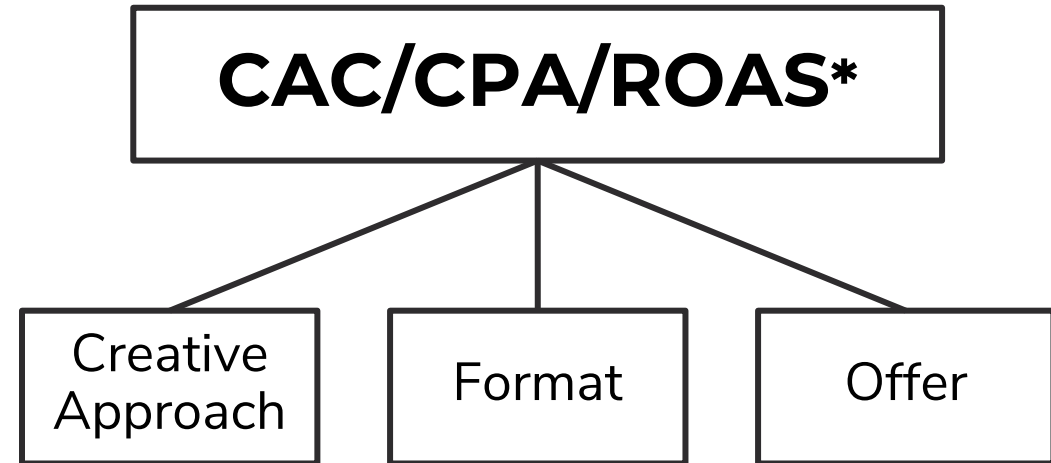
$$\begin{array}{c} 50\% \\ \text{Scientifically Proven Best Practices} \\ + \\ 40\% \\ \text{Skill \& Experience of Team} \\ + \\ 10\% \\ \text{X Factor} \end{array}$$

“X Factor” is the mysterious, powerful factor that makes direct mail work!

ALL ABOUT THE NUMBERS

ASK YOURSELF

What can you afford to pay for a new customer or action?

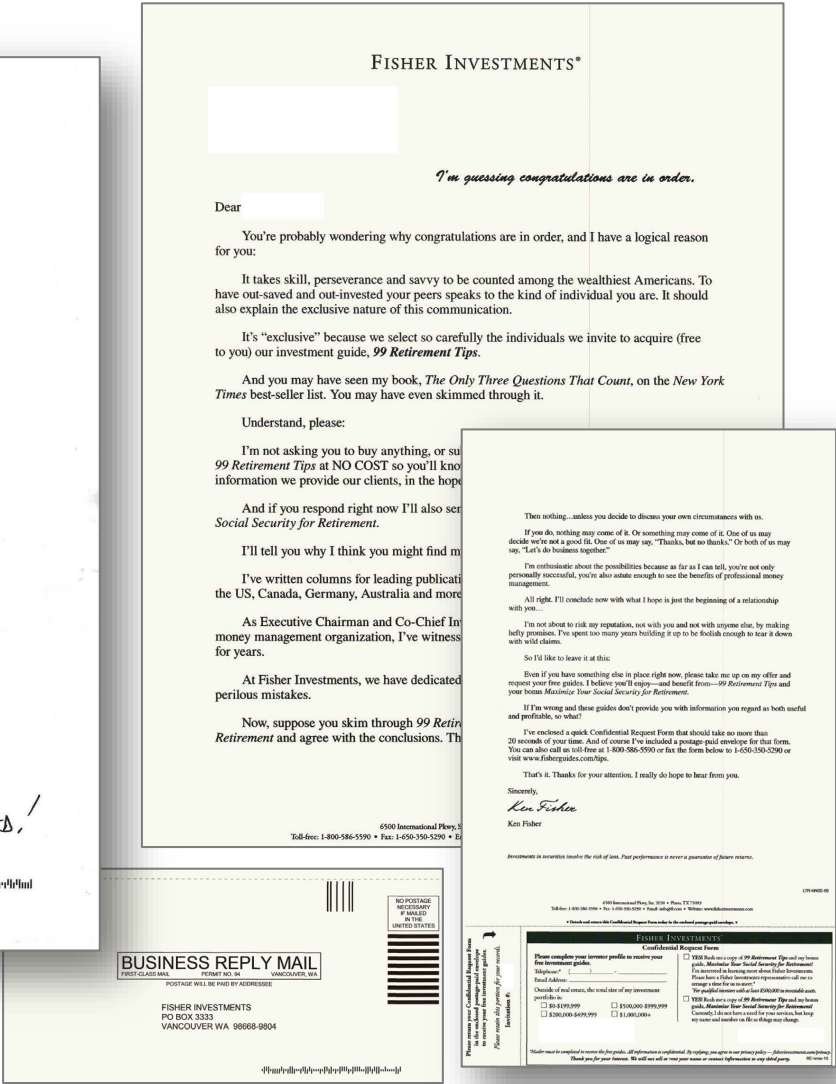
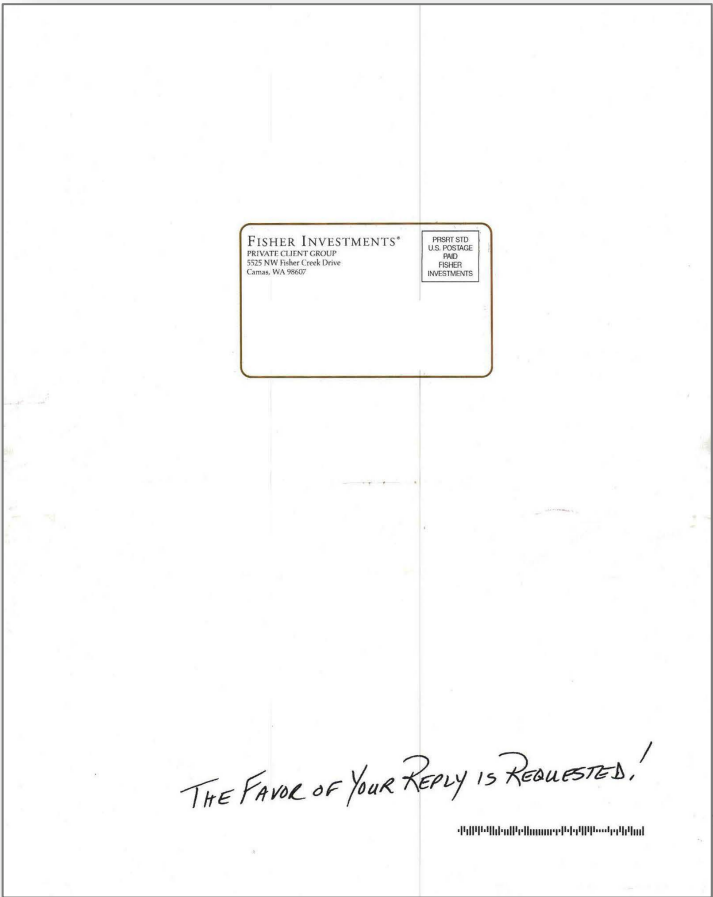


Grocery Store vs. Investment Firm.

6x9 Postcard



12x17 Envelope Package w/ BRE



Larger and more complex formats will generate more response...but at what cost?

	Postcard	Self-Mailer	#10 Envelope Pkg	9x12 Envelope Pkg
Cost	\$	\$\$\$	\$\$\$	\$\$\$\$
Response Rates	★★	★★★	★★★	★★★★★



FINAL THOUGHTS.

Direct Mail is a Journey

TEST, TEST, TEST

Test What Matters

Use Experts

Have Fun!

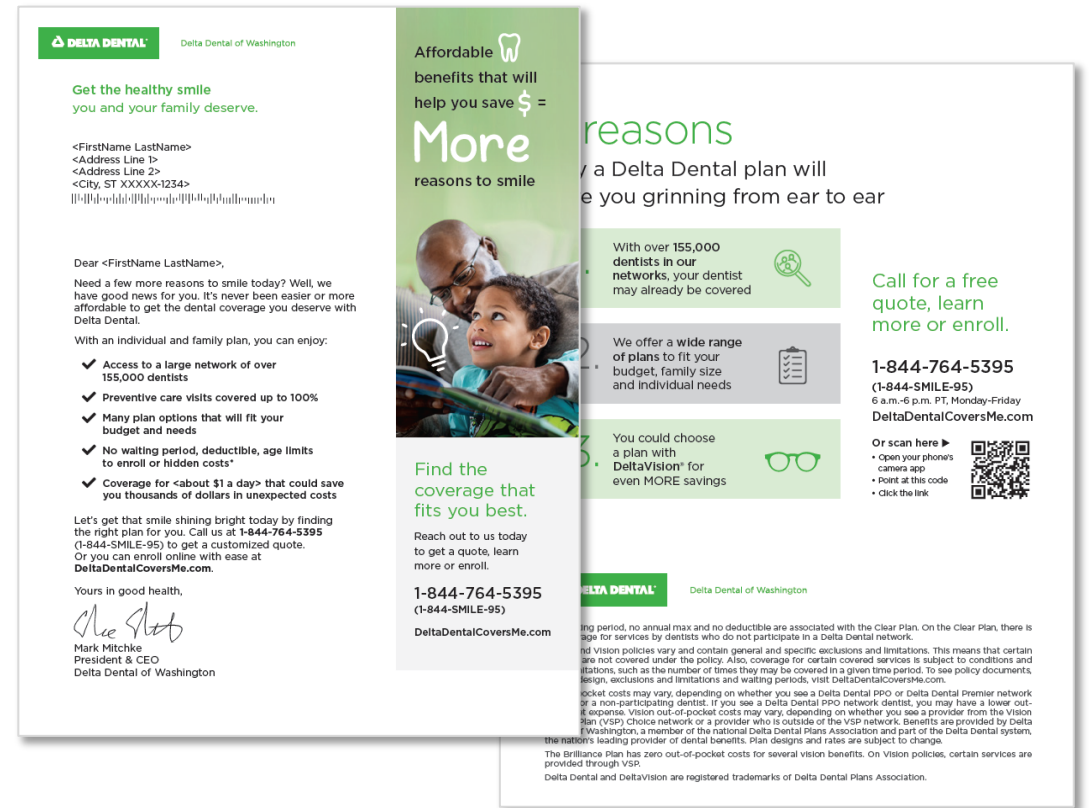
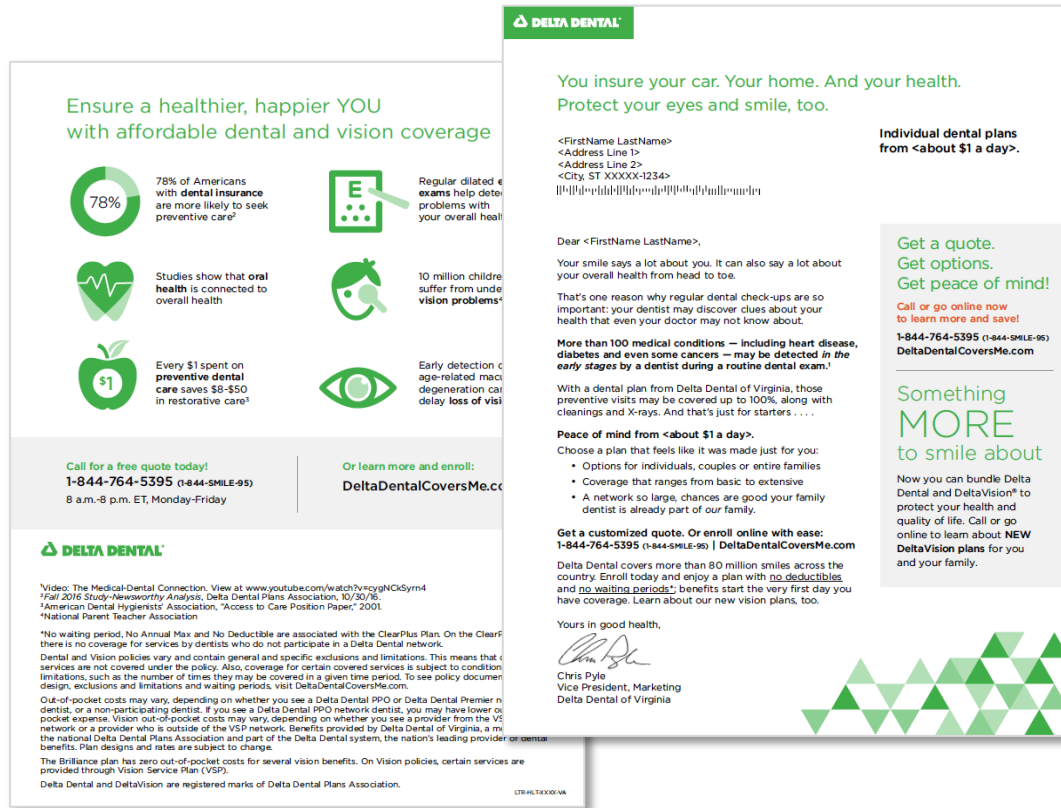
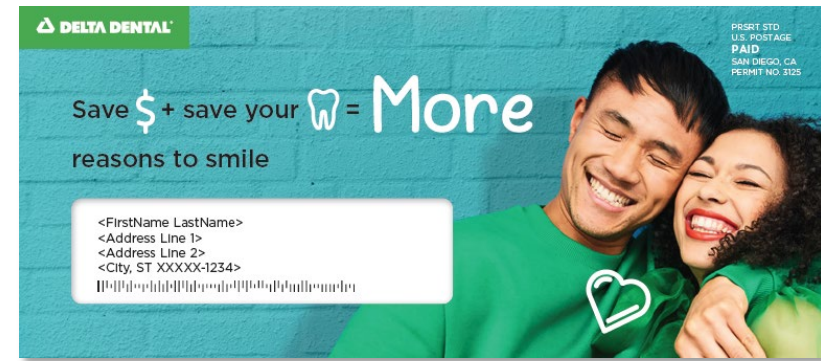
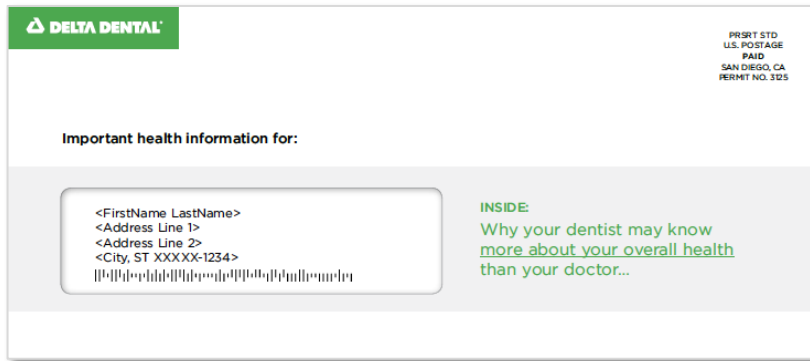
**Let's look at
some creative.**



1.

Creative Tests.

Official VS. Branded





Company:

Nation's leading dental insurance

Overview:

DM Acquisition Program to acquire uninsured individuals

Creative Test:

Control (official package) vs. new creative (branded/promotional package)

Results:


Control outperformed branded by 52%

Official **VS.** Lifestyle

SENDER: Independence University M. Allard Director of Admissions	NONPROFIT ORGANIZATION U.S. POSTAGE PAID SAN DIEGO, CA PERMIT #1
SCHOLARSHIP DOCUMENTS ENCLOSED Dated Materials - Respond Within 10 Days	
DELIVER TO:	<Samantha Sample> <123 Street Name> <Apt. #1> <City>, <ST> <12345-6789>
AUTHORIZED BY: <u>M. Allard</u>	<div style="background-color: red; color: white; padding: 5px; transform: rotate(-15deg); display: inline-block;">DO NOT BEND</div>

DEPT#: 1234567899

5 SMART REASONS
TO CHOOSE INDEPENDENCE UNIVERSITY



**FOR PRIORITY STATUS
CALL YETI@IU-~~IN~~DI**

NOTIFICATION OF SCHOLARSHIPS AND ELIGIBILITY TO APPLY

<Samantha,
an admissions
consultant is waiting
for your call

<Samantha Sample>
<123 Street Name>
<Ap1 #1>
<City, <ST> <10345 6789>
-XXXXXXXXXX-

FIRST STEP:
Call
(800) 289-4145
for your financial
aid plan

PROSPECTIVE SCHOLARSHIP CANDIDATE:
<SAMANTHA SAMPLE>

FOR COURSES STARTING:
JUNE 2016

Dear Samantha,

It is with great pleasure that I invite you to apply for a scholarship award of up to 100% of your college tuition.

Independence University is an accredited, nonprofit university offering online degree programs for busy adults. Our 2016 "Your Future" Scholarships—made possible through the Good Neighbor Initiative—are designed to help new students like you afford college.

At Independence University, we offer valuable support to help you graduate and launch your career sooner. This includes:

\$0 application fees
\$0 extra cost for textbooks, equipment, and supplies
\$0 extra cost for tutoring, advising, and math and writing help
\$0 extra cost for employment assistance after you graduate*

PLUS ... you'll get a **laptop** on the first day of class and a **laptop computer** when you begin your fourth module! After graduation, **they're yours to keep**.

<Samantha>, I've put your name on our priority scholarship application list, but you must call promptly to maintain Priority Status.

Sincerely,
Marjorie Allard
Marjorie Allard
Director of Admissions

P.S. If you want to move up in life, we can help. Take the first step and

call (800) 289-4145.
Please call within the next 10 days!!

⁴⁴Does not apply to master's degree programs.

2016 "YOUR FUTURE" SCHOLARSHIPS
AWARDED TO ADULTS THROUGH THE
GOOD NEIGHBOR INITIATIVE



IU INDEPENDENCE
UNIVERSITY Since 1881

*Call now for
"Priority Status" (800) 299-4145*

**SCHOLARSHIPS
10 DAYS**

2016 Document IU-100

PRELIMINARY SCHOLARSHIP APPLICATION

PREPARED FOR: Samantha Samplex

COURSES STARTING: June 2016

PART I: FIRST *Samantha* **LAST** *Samplex* **MI**

ADDRESS:

CITY *Elizabethtown, Pa* **STATE** *PA* **ZIP** *17033-6799*

PHONE (Home) **ALL PHONE:** **BEST TIME:** ☐ AM ☒ PM

EMAIL:

In completing your first and subsequent applications you are certifying that information is true and accurate, and that you are not applying for more than one scholarship. You are also certifying that you are not currently receiving any other scholarship or financial aid from any source.

PART 2: EDUCATION BACKGROUND:

- ☐ High diploma or equivalent
- ☐ Some college, no degree
- ☐ College degree
- ☐ To high school diploma

SCHOLARSHIP ELIGIBILITY: These scholarships are for adults and are NOT based on high school grades or previous test scores. Apply today!

I'M INTERESTED IN THE FOLLOWING SCHOLARSHIPS:

- ☐ Full Tuition Scholarship
- ☐ High-Tuition Scholarship
- ☐ \$5,000 Bachelor's Degree Scholarship
- ☐ \$5,000 Associate's Degree Scholarship

PART 3: I'M INTERESTED IN THE FOLLOWING DEGREE PROGRAMS (check all that apply):

HEALTHCARE:

- ☐ Medical Specialties (AAS)
- ☐ Respiratory Therapy (AAS)
- ☐ Nursing
- ☐ Healthcare Administration (MS)
- ☐ Nursing Administration (MS)

TECHNOLOGY:

- ☐ Computer Science (BS)
- ☐ Networking & Information Systems Security emphasis
- ☐ Software & Mobile Applications Development emphasis
- ☐ Health Information Management (BS)
- ☐ Information Systems (MS)

BUSINESS AND ACCOUNTING:

- ☐ Business Management & Accounting (AAS)
- ☐ Business Administration (BS)
 - Asset Management emphasis
 - Human Resources emphasis
 - New Media Marketing emphasis
- ☐ Accounting (BS)
- ☐ Business Administration (MSA)

GRAPHIC ARTS:

- ☐ Graphic Arts (BS)
 - Information Design emphasis
 - Web Design & Development (BS)

1. no concurrent program
2. different from previous college degree

REPLY IMMEDIATELY

CALL (800) 299-4145

FOR PRIORITY STATUS

RESPOND ONLINE AT

SCHOLARSHIPSPROQUEST.COM

COMPLETE AND MAIL

THIS APPLICATION IN THE

ENCLOSED ENVELOPE

This document is for informational purposes only. It is not a contract. The University reserves the right to change the application process and requirements at any time without notice. The University is not responsible for any errors or omissions in this document.

The secret to
getting ahead is
Getting Started.

IU INDEPENDENCE
UNIVERSITY Since 1891

[illegible]

A photograph of a woman with dark curly hair and a young girl with a yellow headband, both smiling and looking at a laptop screen. The woman is pointing at the screen. The background is a bright, out-of-focus indoor setting.

Your Degree Is Closer Than You May Think

Now's the time. You can get ahead, but only if you get started. At Independence University, you'll find a new way to learn—online, on your schedule, at home, at work, while traveling, wherever you wish—24/7.

Independence University offers the programs and help you need to get to where you want to be. Our courses are designed specifically for adult students; they're flexible, affordable, and convenient. There are no on-campus classes, no registration line no hassles—just quality education delivered directly to you. For the anytime, anywhere learning you need, choose Independence.

Learn where you want, when you want,
with the support to push you to succeed

U INDEPENDENCE
UNIVERSITY Since 1881

Office of Admissions
4001 South 75th East
Tomb Lake, CA 94517
Ph: (925) 452-7400

Dear ~~xxxxxFirminxxxxxx~~:

It is my pleasure to be the first to congratulate you.

We think you may fit our preferred student profile, so we have selected you to receive the Preliminary Scholarship Application for our Spring 2016 online degree program.

Don't miss your chance at this scholarship opportunity. Call today to apply for your share of scholarship awards that are offered through our Good Neighbor Initiative.

We urge you to apply for your scholarship within the next 5 days. ~~xxxxxxxxxxxxxx~~. Call my office at ~~888-887-7406~~ so we can review the scholarship awards for which you may qualify.

Best,
Marjorie Allard
~~888-887-7406~~



The secret to
getting ahead is
GETTING STARTED.

IU INDEPENDENCE
UNIVERSITY Since 1991

STUDENT
INDEPENDENCE

anybody corporation
scholarship amounts are limited and

WE OFFER SPECIALIZED PROGRAMS IN FOUR REWARDING CAREER FIELDS

Healthcare

There is an urgent need for healthcare professionals within the next 10 years to fill our open jobs. Recognizing this need, we have created a variety of training programs that include proven procedures to give the students you need to compete for jobs in demand.

Business

Why be just another employee when you can own a business? Employers of the top most skilled business managers to help them thrive in business. Our School of Business provides practical skills and training to prepare you to be an accountant, business developer, accountant, or business developer.

Information Technology

Our new IT trained open jobs in computer science, an exciting industry with new changing technologies and opportunities. Our teachers are professionals, when you graduate they're ready to help you find your knowledge base in your career and opportunities more attractive to employers.

Graphic Arts

If you're the creative one in your group and if converting emotion into a beautiful image is your special talent, you may want to join this team to you then there are graphic arts programs for right for you. Our graphic arts programs teach you design and knowledge you need to stand out head and shoulders above the world of average graphic designers.

Call 800-216-3785 to get a complimentary career assessment, including the financial aid for which you may qualify.



Company:

Online higher education university

Overview:

Direct Mail Program to acquire new students (Millennials)

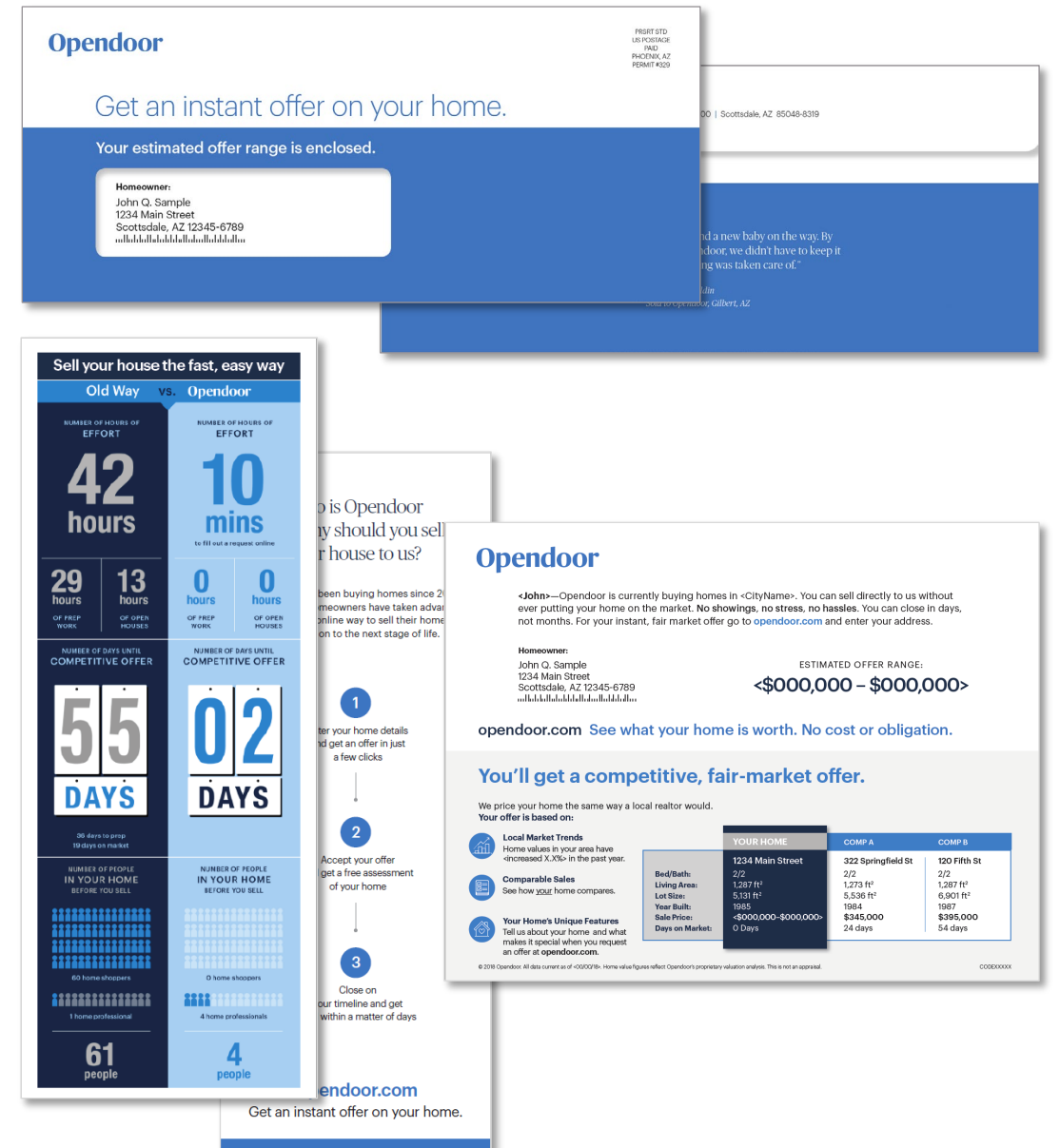
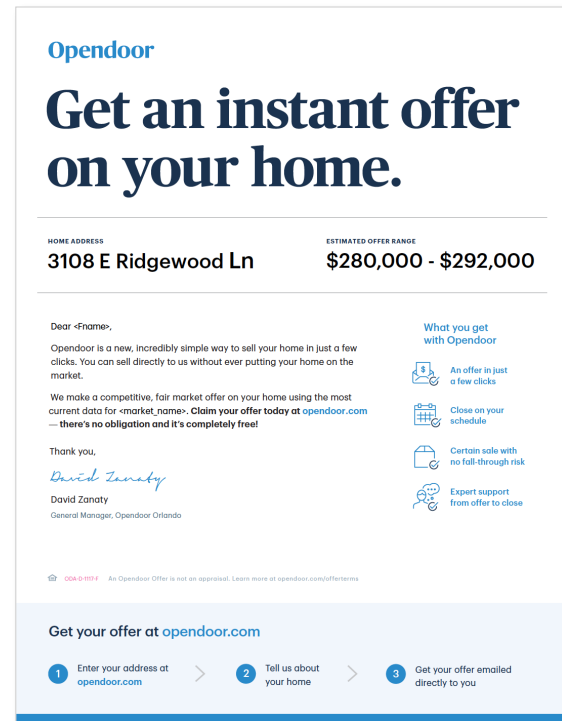
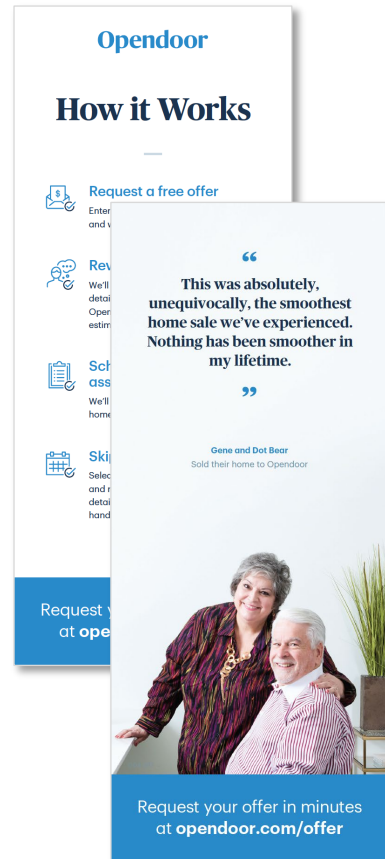
Creative Test:

Official vs. Lifestyle

Results:

Official outperformed lifestyle by 34%

Control VS. New Creative



Opendoor



Company:

Online real estate company that buys and sells homes

Overview:

DM Acquisition Program targeting potential home sellers

Creative Test:

Control vs. new creative

Results:

New package outperformed control by 50%



2.

Format Tests.

Booklet

VS.

Envelope Package





Company:

Luxury cruise line

Overview:

DM Acquisition Program targeting luxury cruisers

Format Test:

Control Booklet vs. envelope invitation package


Results:

Invitation response outperformed control by 52%. However, net customer rate was the same for both packages.

#10 Package

VS.

Self-Mailer




Action needed to enroll in your 2024 health plan.

More ways to save money and stay healthy inside.

<Full Name>
<Address>
<Extra Address Line>
<City, ST 12345-6789>
[Illegible text]

PRESORTED STANDARD
U.S. FIRST CLASS
PAID
\$15.00 PER
4834 5813-0
OF KANSAS CITY



Enroll Now

<Frame>, act now to enroll in the plan that fits you best. Visit [acabluke.com/hurry](#) to get started.

Dear <Name>,
Open Enrollment is ending soon — act now to enroll in a 2024 health plan with Blue KC. You can get the local support and coverage you need right here in the city we all call home. Explore our Blue KC health plans today, and let's find the option that fits you best.

Plan for more savings and peace of mind

- ✓ **Access to a broad provider network** — As a Blue KC member, you'll have access to a wide range of doctors, dentists, hospitals and other healthcare providers. This means you'll get more choice in your healthcare options.
- ✓ **More ways to save money and live well** — Get the care you and your family need with lots of ways to save money and stay healthy:
 - \$0 copays for advanced primary care services at local Spira Care Centers
 - \$0 doctor visits
 - \$0 in-network preventive services
 - Extra benefits — like Blue365® savings, virtual care, Mindful by Blue KC, and more — are included at no extra cost
 - Low-cost generic drug copays
- ✓ **Superior local support and service** — Kansas City has been our home for over 85 years. We're committed to keeping our community healthy — starting with you. We provide you with high-quality coverage and local support you can count on.

Time is running out: Enroll in the plan that fits you best

Blue KC offers a range of plans and we can help you find the one that fits you. But don't wait. Open Enrollment ends soon. Check out the enclosed brochure at [acabluke.com/hurry](#) to get started.

Sincerely,
Your Blue KC Team
P.S. We're here to help. Visit [acabluke.com/hurry](#) to explore your options or call our local advisors at 833-957-9050.

*Only available when enrolled in a Blue KC Spira Care plan with exclusive access to Spira Care Centers.
Blue Cross and Blue Shield of Kansas City is an equal opportunity provider. © Blue Cross and Blue Shield of Kansas City. All rights reserved. 2301 Main Street, Kansas City, MO 64108



What to expect

With the Open Enrollment period approaching, it's time to start planning for 2024 — starting with the health plans we have here for our community members.

For more than 85 years, we've been here for our community members, providing them with the health plans and services they need to stay healthy and thrive.


Plan for extra mind and body wellness benefits

- Rewards program
- Virtual care
- Mindful by Blue KC
- Diabetes management
- Chronic condition management
- Blue365® which offers premier health and wellness discounts


Plan for local care that won't break the bank

- \$0 copays at local Spira Care Centers*
- Affordable, high-quality coverage
- \$0 in-network preventive services

Enroll now: Visit [acabluke.com/hurry](#)



Plan ahead: Open Enrollment ends soon. Make the switch to Blue Cross and Blue Shield of Kansas City (Blue KC).





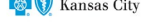
Plan for exclusive access to Spira Care Centers*

- Blue KC Spira Care plans have \$0 copays for all services at a Spira Care Center
- Choose any of the nine Spira Care Center locations in the Kansas City area
- Spira Care offers advanced primary care services, including behavioral health
- Spira Care Centers help lower your out-of-pocket costs by saving up to \$500 a year for a family and \$120 for individuals**

Visit [SpiraCare.com](#) to learn more. Questions? Call our friendly customer service advisors who can help guide you through enrollment.

Call today 833-957-9050

*Only available when enrolled in a Blue KC plan with exclusive access to Spira Care Centers.
**Based on aggregate member data



Action needed to enroll in your 2024 health plan.

More ways to save money and stay healthy inside.

<Full Name>
<Address>
<Extra Address Line>
<City, ST 12345-6789>
[Illegible text]

PRESORTED STANDARD
U.S. FIRST CLASS
PAID
\$15.00 PER
4834 5813-0
OF KANSAS CITY

Plan for more savings and peace of mind with Blue Cross and Blue Shield of Kansas City (Blue KC).

Discover local, straightforward coverage and service.

Kansas City has been our home for over 85 years. We're committed to keeping our community healthy with broad coverage and local support you can depend on.

- ✓ Get support from award-winning customer service advisors who live here in Kansas City.
- ✓ Access advanced primary care services at our local Spira Care® Centers.
- ✓ Take advantage of Blue KC's networks of healthcare providers for more choice in providers.

Ready to make a plan for 2024?
833-957-9355
Monday - Friday, 8 a.m. - 8 p.m.
[acabluke.com/actnow](#)



Plan for more savings and peace of mind with Blue Cross and Blue Shield of Kansas City (Blue KC).



Your three-step plan for getting affordable, personalized healthcare coverage.

The Open Enrollment Period is finally here! That means it's time to browse and compare 2024 Affordable Care Act (ACA) plans, get a quick quote and check to see if you qualify for financial help. Then enroll in the plan that fits you best.



Step 1
Visit [acabluke.com/actnow](#) and select the Shop Our Plans button.

Step 2
Enter a few basic details about yourself and who in your household needs health coverage.

Step 3
See if you qualify for financial help. Whether or not you qualify, we can help you enroll in your 2024 plan.

For coverage that starts on January 1, 2024, you need to enroll by December 15, 2023.

ACT NOW
Find your plan at [acabluke.com/actnow](#)



When you have a plan, you can live your life with confidence.

When you enroll in a plan with Blue KC, you'll have access to a wide range of doctors, hospitals and other healthcare providers. This means you'll get more choice in your healthcare options.

Plan for extra mind and body wellness benefits

- Rewards program
- Virtual care
- Mindful by Blue KC
- Diabetes management
- Chronic condition management
- Blue365®, which offers premier health and wellness discounts
- SmartShopper®, which offers premier health and wellness discounts

Plan for local care that won't break the bank

- \$0 copays at local Spira Care Centers*
- Affordable, broad coverage
- \$0 in-network preventive services

Enroll now: Visit [acabluke.com/actnow](#)

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Questions? Call our friendly customer service advisors who can help guide you through enrollment.

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**Based on aggregate member data

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Kansas City has been our home for over 85 years. We're committed to keeping our community healthy with broad coverage and local support you can depend on.

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- ✓ Access advanced primary care services at our local Spira Care® Centers.
- ✓ Take advantage of Blue KC's networks of healthcare providers for more choice in providers.

Ready to make a plan for 2024?
833-957-9355
Monday - Friday, 8 a.m. - 8 p.m.
[acabluke.com/actnow](#)



Kansas City



Company:

Regional health insurance plan targeting ACA audience

Overview:

DM as part of an omnichannel acquisition campaign

Format Test:

#10 package vs. self-mailer


Results:

#10 generated 17% lift on Net Member Rate over self-mailer

Booklet Format


VS.

Self-Mailer




Get set up for success with NerdWallet's best overall restaurant POS

Open your restaurant with a technology partner that can help you reach profitability faster with point-of-sale, online ordering, labor management, and more.




TAKE \$500 OFF when you schedule a demo




100 California St, 9th Floor
San Francisco, CA 94111

John Smith
123 Any Street

Reviewed October 2023
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★★★★★
Best for Overall Restaurant POS






HOW TO NOT FAIL AT OPENING A NEW RESTAURANT


The new restaurateur's guide to using tech better and turning a profit sooner.





Get set up for success with NerdWallet's best overall restaurant POS

Open your restaurant with a technology partner that can help you reach profitability faster with point-of-sale, online ordering, labor management, and more.




TAKE \$500 OFF when you schedule a demo



100 California St, 9th Floor
San Francisco, CA 94111


John Smith
123 Any Street

Reviewed October 2023
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★★★★★
Best for Overall Restaurant POS





6.5% average tip increase when using QR codes

Scan to learn more

QR CODES

Tech that's always ready to help

QR codes let guests order or pay whenever they're ready—even when staff can't. In full-service restaurants, this means guests can order more drinks, get refills with ease, and even choose entrees themselves. And no matter who takes the order, everyone can forget the line and order and pay right when they work in. That's just more sales with less labor. Period.

Why QR codes for full service?

- Servers can spend more time on high-quality guest interactions
- Guests can add a round or order extras via QR when they're ready

W

- All
- C
- L
- M



increase in monthly profit with a KDS

\$2k+

INVENTORY MANAGEMENT & KDS

Don't let food costs spoil your profit

Just because food costs are out of control doesn't mean your kitchen has to be. With inventory management, you get exact food cost percentages for individual recipes and dishes to maintain profit. With a kitchen display system (KDS), your cooks can stay ahead of the rush without missing food or cooking meals.

Why invest?

- Staffing
- Food cost
- A2-v

Why?

- All out
- Ticket
- 2 way in rest

RESERVATIONS & WAITLIST

Seat more people. Keep more profit.

Opening day is always stressed. Not to mention weekends and holidays. When tables fill up, your restaurant can keep waiting guests in the know—and from going elsewhere—with a digital waitlist. Add any online reservations and your regulars will book with you for all their special occasions, holidays, profit retention.

Why a digital waitlist?

- Guests can join the waitlist from your website or Google
- Servers can add guests to the list and quote accurate wait times
- Parties are notified through text when tables are ready

Why online reservations?


- Parties book online without back-and-forth calling
- Text reminders minimize no-shows and cancellations
- You avoid pen-diner fees from 3rd party services

Guests can even order while they wait to be seated.






Guests can even order while they wait to be seated.



HOW TO NOT FAIL AT OPENING A NEW RESTAURANT

The new restaurateur's guide to using tech better and turning a profit sooner.

Learn how inside



OPENING A NEW RESTAURANT?

Start with a tech partner that actually gives a sh*t about your success

Your new restaurant demands attention—you've got to create your brand, plan your menu, and assemble your team. The right POS provider should take care of your tech so you can focus on doing what only you can do. And help you start turning a profit faster.

Here's the real, hard data about how our tech has helped our clients. And how we can help you do the same.

Don't give third-party apps a third of your income

Third-party delivery apps charge up to 30% commission fees on every order. Keep your hard-earned profit, and let guests place online orders directly from your restaurant from the start with POS online ordering.

UP TO 30%

savings on commission fees from delivery apps

Give your servers a helping hand(held)

As minimum wage goes up, labor becomes more expensive. Keep your costs in check with handhelds. These portable devices not only help your staff serve more tables and earn more tips, but help you attract and keep your best servers.

MORE THAN 4.2%

average increase in tables served using handhelds

Plan your labor & plan to save (big)

Opening a new restaurant is hard work and incredibly time consuming. Make employee scheduling quick and easy from the start with software that puts your labor costs and projected sales next to each other so you can staff your restaurant effectively and stay on budget. No guesswork needed.

16.5

hours saved per week with labor management software



Get more of our best insider info

Learn how to not fail at opening a new restaurant. Download your free guide by scanning the QR code.





Company:

Point of Sale technology platform

Overview:

Direct Mail Acquisition Program targeting small businesses

Format Test:

32-page booklet vs. self-mailer

Results:

Booklet response outperformed self-mailer by 15%.
The self-mailer outperformed the booklet on cost per response by 35%. However...cost per new customer was equal between both formats.



3.

Offer Tests.

VS.



Company:

National healthcare insurance company

Overview:

DM Acquisition touch during Medicare AEP

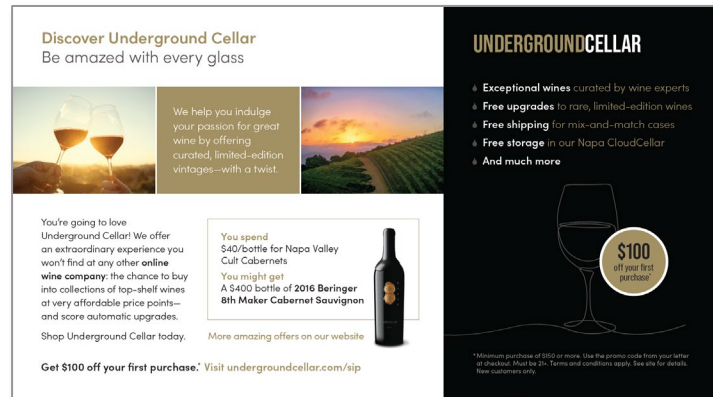
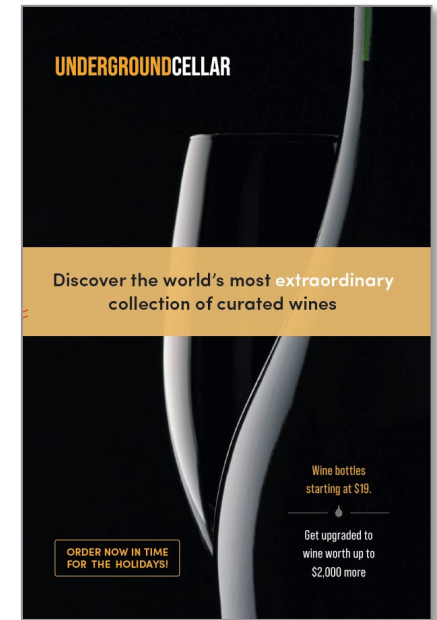
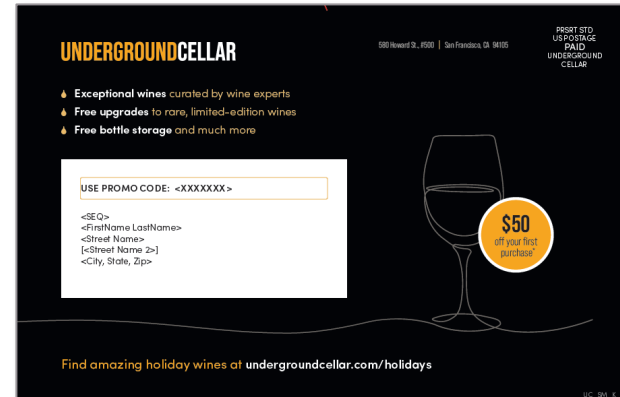
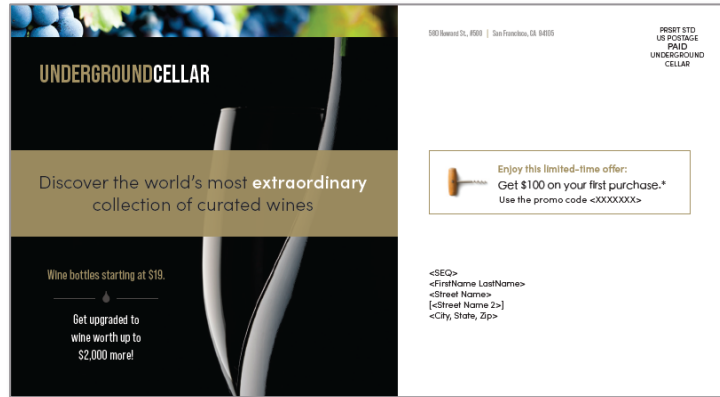
Offer Test:

Premium incentive offer vs. information guide

Results:

Premium incentive offer generated a 33% lift in the sales rate over the guide

\$100 discount VS. \$50 discount



UNDERGROUNDCELLAR



Company:

Online wine club

Overview:

Direct Mail Acquisition Program

Offer Test:

\$100 discount vs. \$50 discount

Results:

\$100 offer provided 83% lift in conversion rate, 25% lower CAC including cost of offer, and 24% higher ROAS

Strategies & Approaches:

Official
Packages

Paper and
Texture

Personalization

Handwritten

Involvement
Devices

QR Codes

Dimensional
DM

Oversized Mailers

Snap Packs

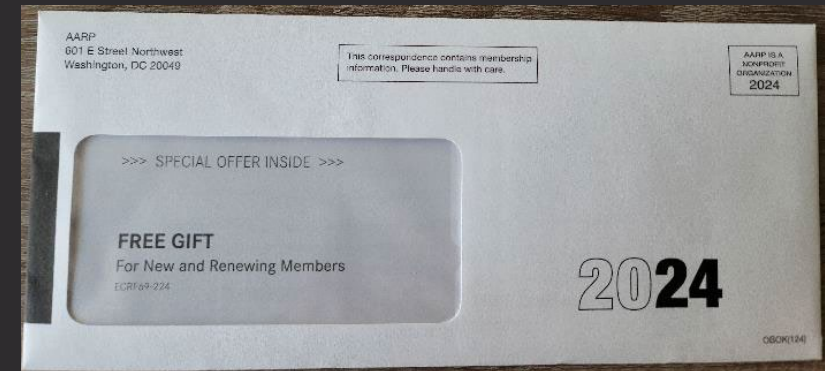
Third-Party
Delivery

Oversized
Postcards

Self-Mailers

Official Packages

- Still the bread and butter of direct mail
- Difficult to ignore
- Impression that contents are important, official
- Not the prettiest, but almost always gets opened
- Options: Brown kraft paper, bar codes, “Reply by” dates
- Not for every brand/product/service

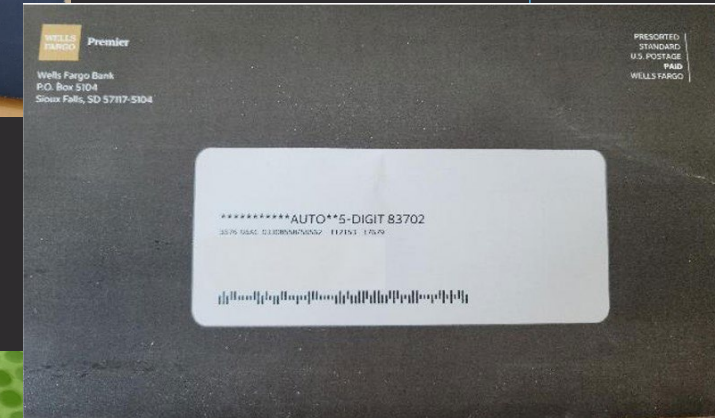


Paper and Texture

- Lots of new choices that stand out instantly
- Tactile experience is enhanced by textures, embossing/debossing, coatings, metallic ink, etc.
- Differentiates your package from the norm
- Feels special, important, of value



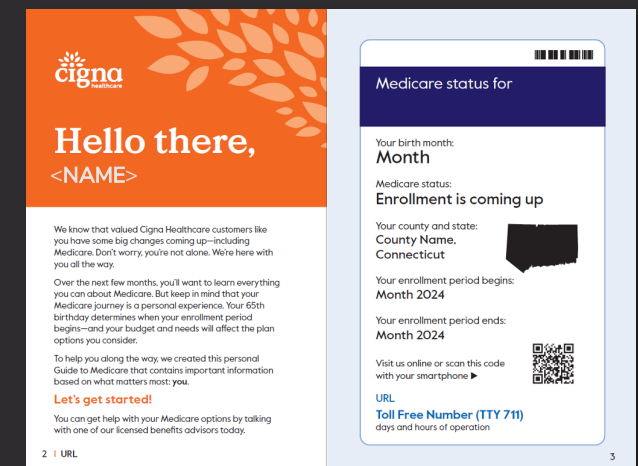
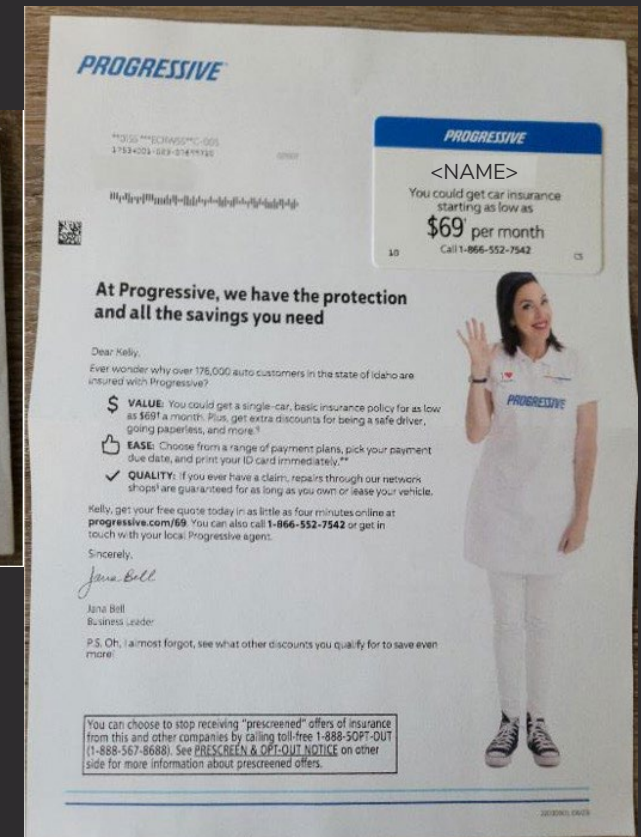
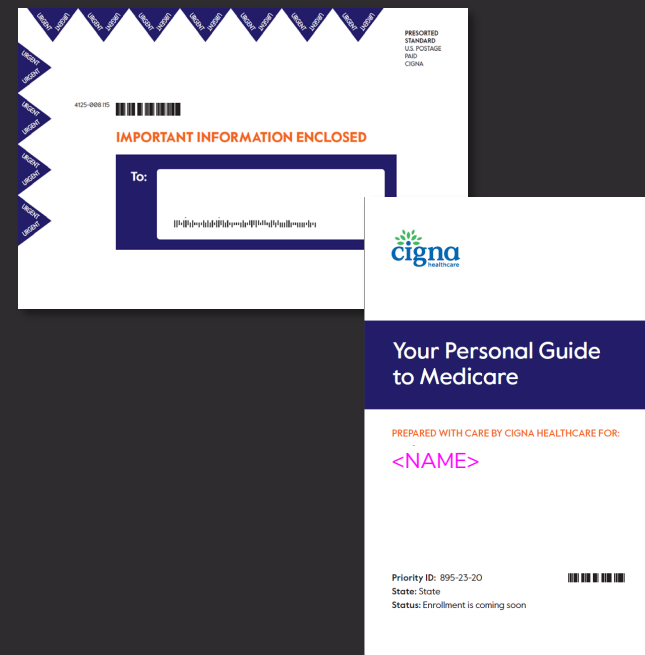
Outer envelopes used a soft touch paper coating for a luxe feel



Outer envelope includes a spot UV treatment to make piece stand out in the mail

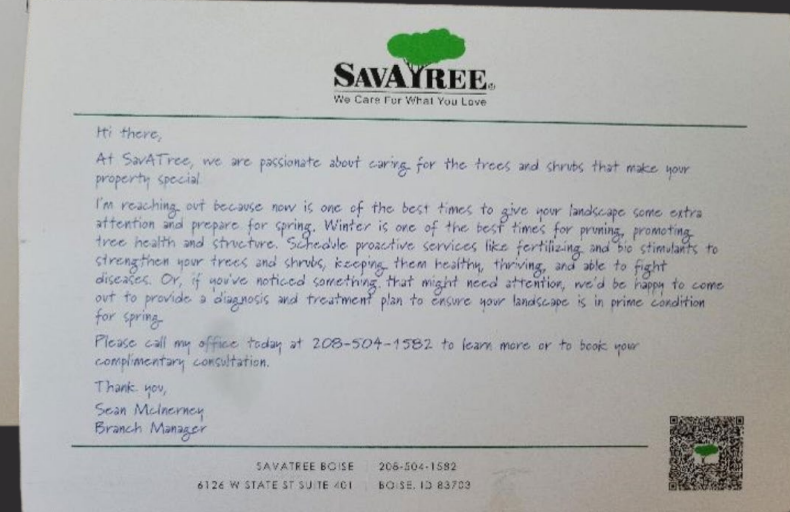
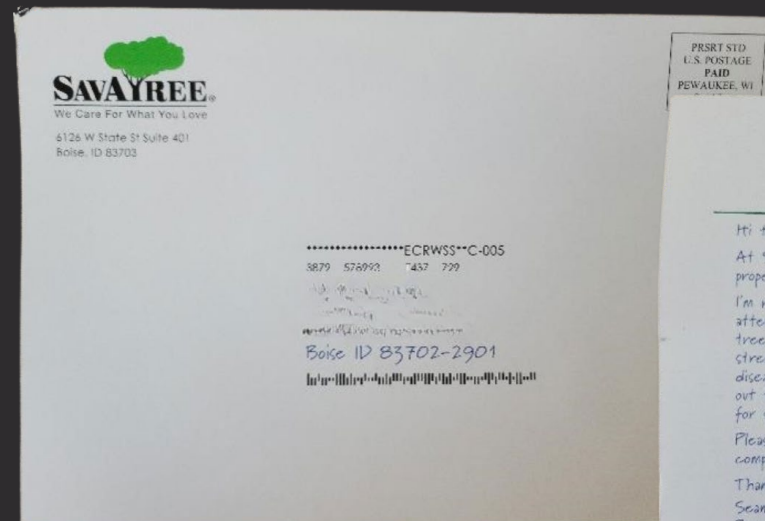
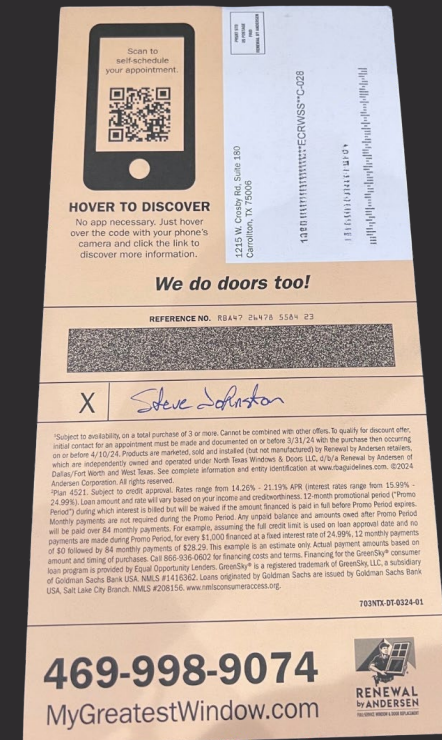
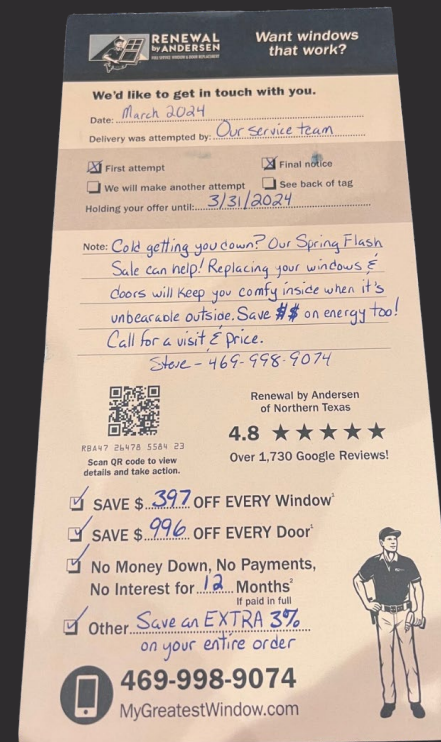
Personalization

- Strong roots back to DM origins; hallmark
- When done well, can feel like a personal 1:1 message
- Options: simple black laser to full-blown color and graphics
- More than just the name, depending on available data. *Example: can vary offers, pricing, etc.*
- Too much or wrong use can feel commercial, phony



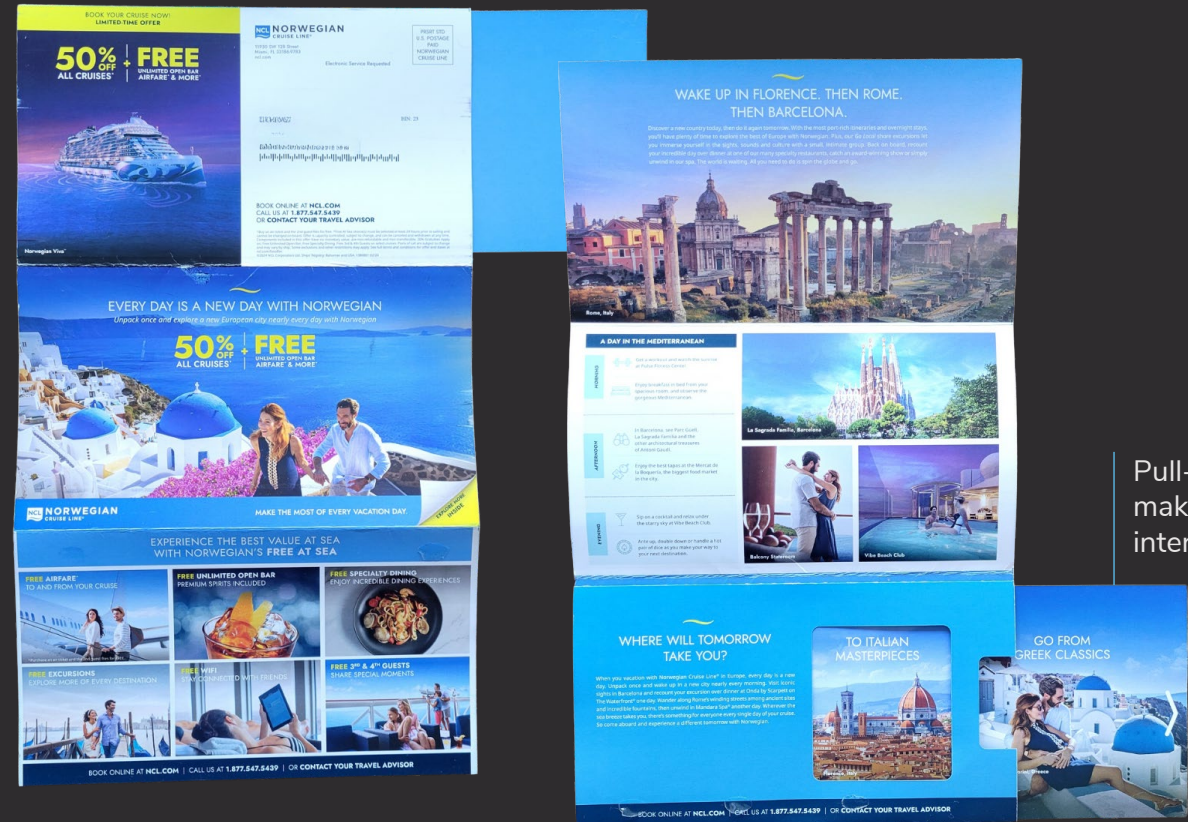
Handwritten Fonts

- A higher form of personalized communication
- New fonts/production tech have vastly improved
- Stands out as more personal in today's digital world
- Authentic, connected; brands feels less cold/corporate
- Doesn't fool, but can leave a positive impression



Involvement Devices

- Enhance the tactile experience of DM
- Outer packaging can have pull tabs, rippers, perfed ends
- Inner components can engage reader with pull-outs, lift-offs, perf-offs, tipped-on cards, scratch-offs, etc.
- By interacting, readers spend more time with your message



Pull-out section makes this piece interactive

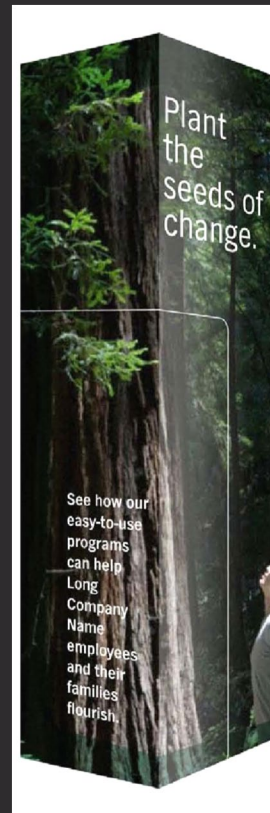
QR Codes

- They came. They went. And now they're back in full force!
- COVID impact: replaced apps with smart camera usage
- Highly recognizable; everyone knows what to do
- Easy: point, click, and you're there
- Allows for additional information and response—instantly
- Millennial- and Gen X-friendly; digital engagement

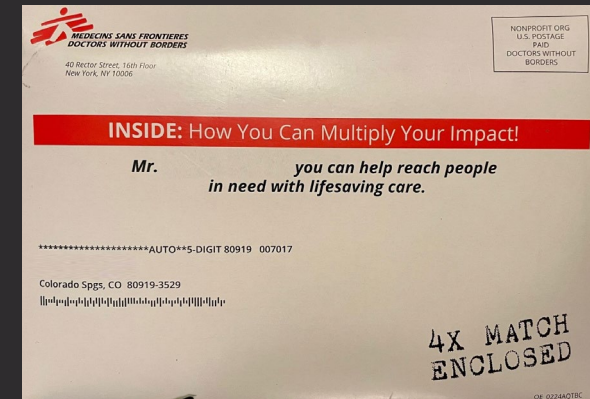


Dimensional Packages

- Element of surprise; what's inside?
- Greater level of interaction
- Get creative: tubes, boxes, triangle boxes, padded or bubble envelopes, bulky/lumpy contents, etc.
- Virtually irresistible; high DM open rates
- Typically used for high-value offers/transactions/prospects: ROI calculation is important



Package included
a live Giant
Sequoia seedling!



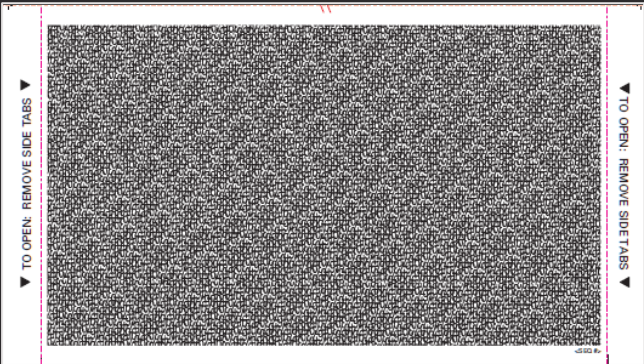
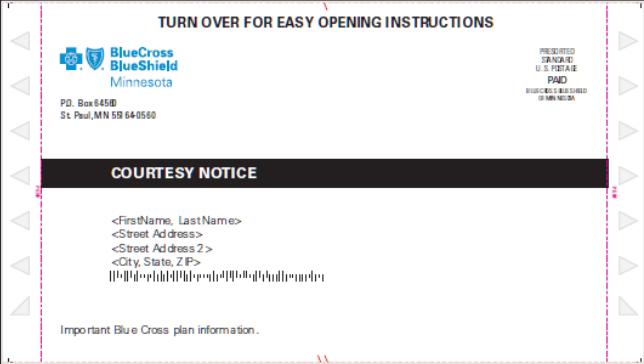
Bulky package included
rip tear OE + premium
tote bag

- Stand apart from the mail stack
- Feel important due to bulk, presence
- Work well as official packages, retail, experiential (i.e., travel or products/services with big photos), etc.
- Cost more, but may boost response



Snap Packs

- Official-looking, like a summons or violation; hard to ignore without opening
- Interior content may be less official, more brand-oriented
- Interactive due to perforated ends
- Quick read, cost-effective format



COURTESY NOTICE

To:
<FIRSTNAME> <LASTNAME>

Medicare status:
ELIGIBLE TO ENROLL

NEXT STEP:
Compare Medicare plans and enroll

Call 1-844-355-0170, TTY 711
or visit bluecrossmn.com/Now

Dear <FirstName> <LastName>,
You are now eligible to enroll in Medicare.
Act now for coverage to begin as soon as
<MONTH> <DAY>, <YEAR>.

Because Original Medicare doesn't cover everything, most people choose additional coverage to protect against high medical costs.

Please contact us now to:

- Understand your Medicare benefit options
- Find Medicare plans available in <CityName>
- Compare plan benefits and costs
- Match the right plan to your individual needs

Respond promptly. This is the last mailing you will receive from us before your 65th birthday.

Join the #1 Medicare plan chosen by Minnesotans.⁴

Call now to speak with a Blue Cross Medicare Advisor: 1-844-355-0170, TTY 711
Or visit: bluecrossmn.com/Now

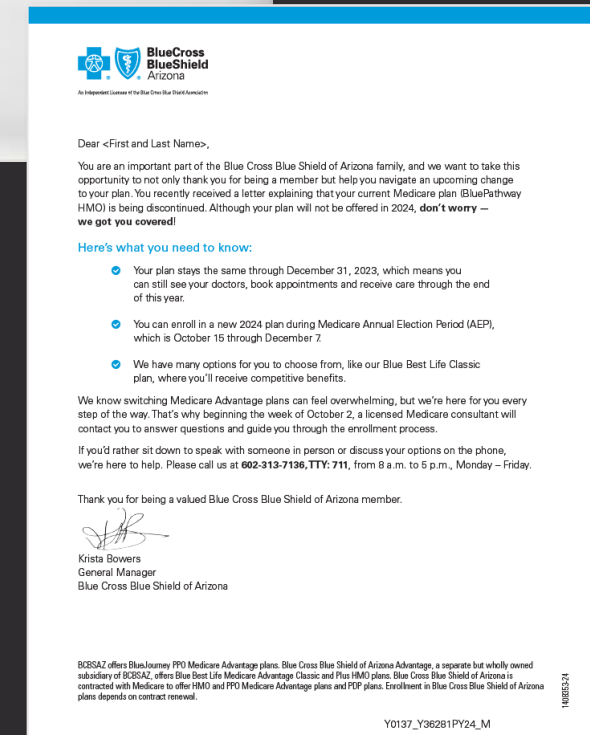
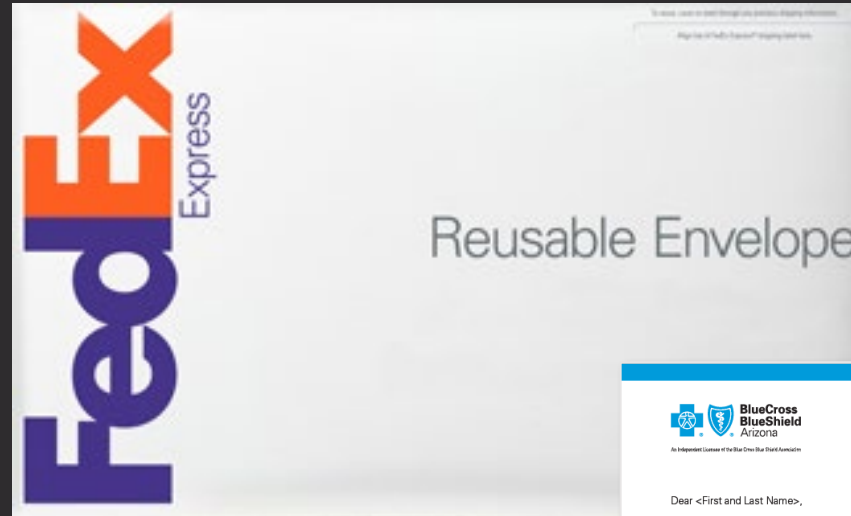
¹When all plan riders are selected. Members who become Medicare-eligible after January 1, 2020, will not be able to have the Part B deductible rider.
²You may see any provider who accepts Medicare assignment for in-network benefits with our Basic plan, Medicare Supplement with Copayments (Plan N) and Medicare Supplement with High Deductible (Plan F).
³Medical-only plans are available to people who already have credible drug coverage through the VA or elsewhere.
⁴Based on enrollment data from CMS December 2022.

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©BCSP

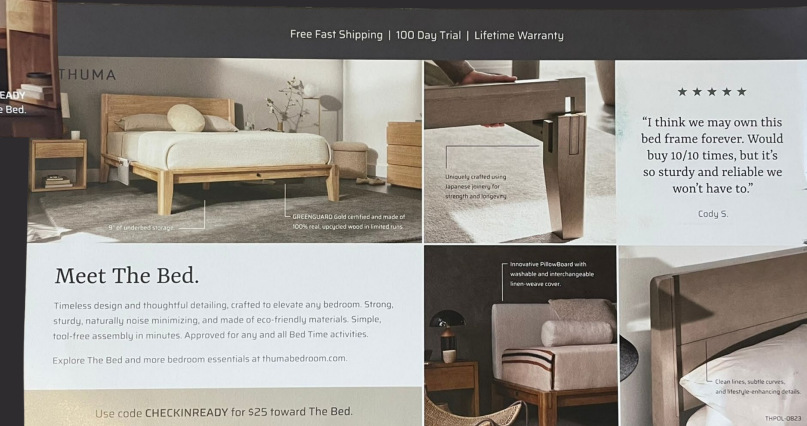
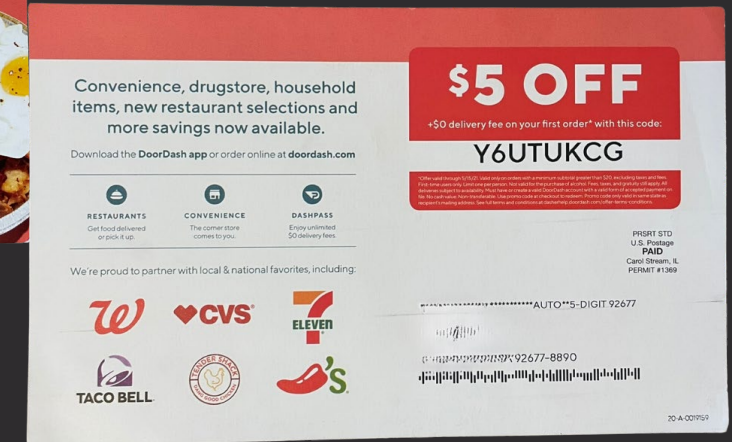
Third-Party Delivery

- FedEx, UPS, USPS Priority
- Extremely high open rates
- Spacious; can hold a lot of content/premium items
- Use when stakes are high:
 - Changing products on a consumer
 - Changing terms and conditions
 - Events, i.e., auto sales
- Calculate ROI to determine if it makes sense



Oversized Postcards

- Can stand out from a size perspective
- Quick notice, message, offer, sale, request for response, news/update, etc.
- Has to be a known product/service/brand
- Down and dirty; quick creative, production
- Low cost
- Options: Die cuts, involvement devices



Self-Mailers

- Multiple panels for storytelling, photos
- Can pace messaging with folds
- Oversized or unique sizes/formats to stand out
- Options: tip-on card, short folds, slide-outs, etc.
- Myth buster: don't assume cheaper than envelope packages!



It's your turn.

Whether you're more digital than DM or you've been drinking the DM Kool-Aid for years, it's never too late to set new records of your own.

ANDERSON.



THE DATA EVOLUTION IN SHARED & SOLO MAIL

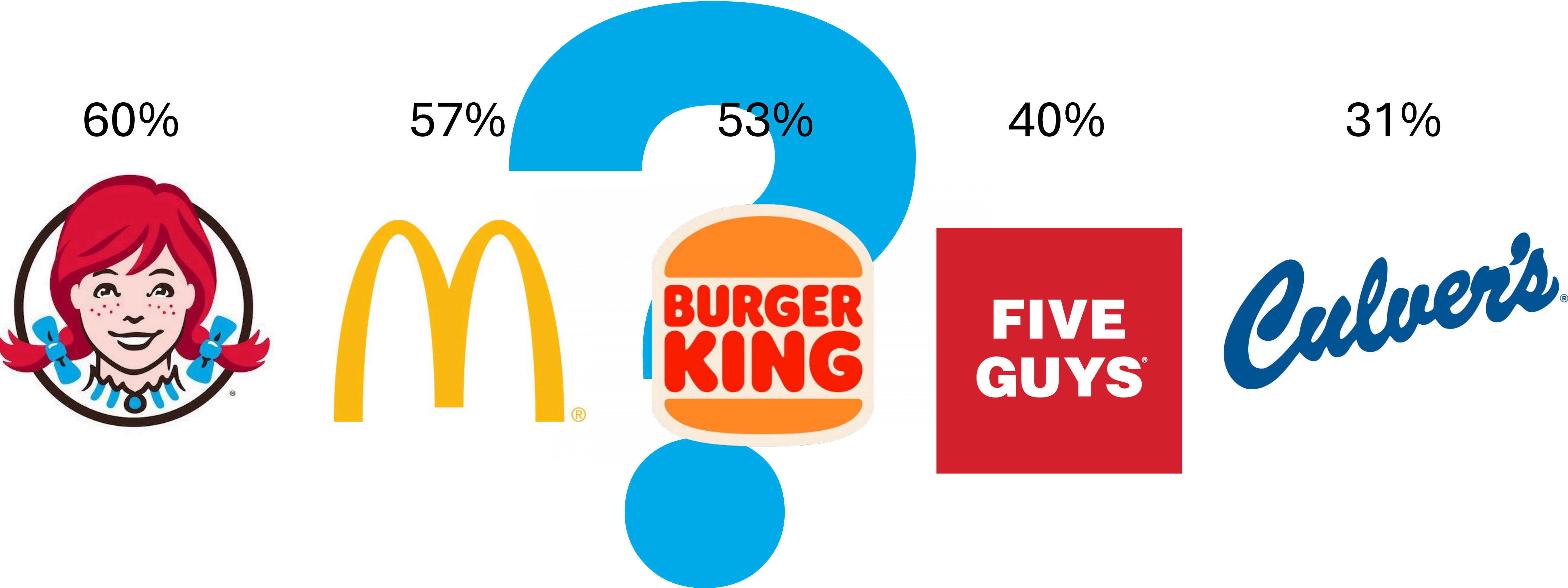
THE EVOLUTION



HELPING PEOPLE **SAVE**
BUSINESSES **GROW**
AND NEIGHBORHOODS **THRIVE**



TOP REQUESTED **HAMBURGER COUPONS**



BUILDING BLOCKS

OF GREAT CHEESEBURGERS

- The Burger
- The Cheese
- The Bun
- The Toppings





CRAVING RESULTS IN MAIL

SHARED MAIL *PREVIOUSLY*

The Spray & Pray Approach

- Mail everything within your geography
- No real targeting
- Creates ineffective reach
- Hope for the best
- No continuous improvement

SHARED MAIL *TODAY*

Lead Gen & Demand Gen Approach

- Applying the same principles in solo and digital
- Marketers challenged by significant increases in digital and solo but need the effective reach and frequency



FROM VALPAK TO...



...*SELLING WITH DATA*

Thousands of
INPUTS
and expertise in
PROCESSING,
Multi-sourced
ENRICHMENT
And complete
FULFILLMENT

Our data points are pulled across billions of records aggregated across public, survey, behavioral, transactional and proprietary data



SHARED MAIL YOUR WAY

A HIGHLY CURATED AUDIENCE JUST FOR YOU



GEOGRAPHIC (WHERE THEY ARE)

- Radius or drive-time from your locations
- ZIP+4, carrier route, county, DMA or custom regions

DEMOGRAPHIC (WHO THEY ARE)

- Household income, age, children and more
- Match to NTA and carrier route

BY EXPENDITURES (WHAT THEY SPEND)

- Claritas-based estimates of annual spending on key categories
- Identify households with high propensity to spend (at restaurants, on services, etc.)

BEHAVIORS (HOW THEY ACT)

- PRIZM profiling: 68 clusters based on lifestyle, affluence, education and life stage
- Example segments: “Kids & Cul-de-Sacs,” “Executive Suites”

PROVEN TESTING FRAMEWORKS

NTA or Book ID Matchback

- Match sales or unique client counts by geographic unit
- Used with control groups for response analysis

Testing & Lift Analysis

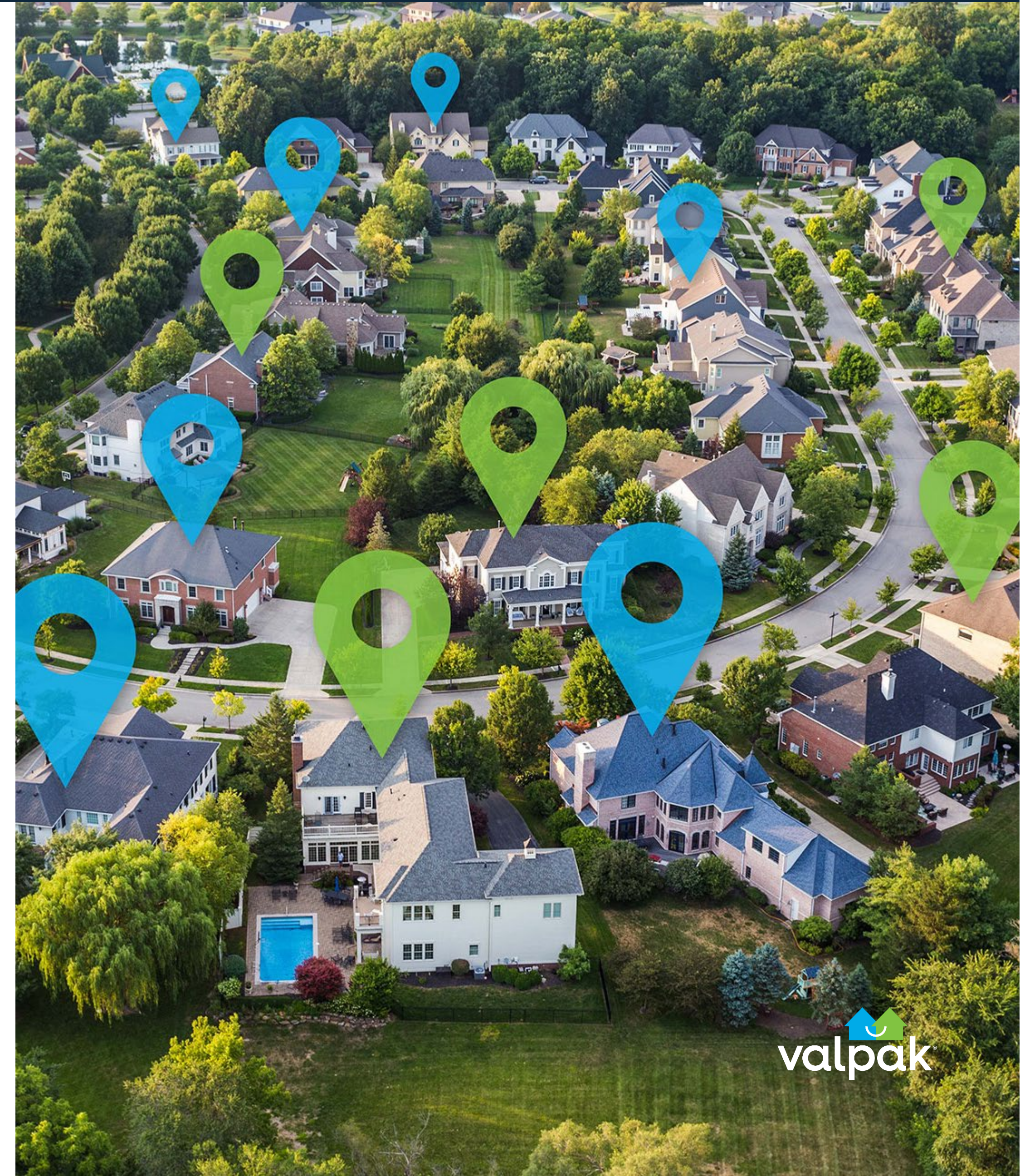
- Pre/during/post campaign
- Market, store panel, creative and depth testing

A/B Testing

- Test vs. control methodology
- Eliminates seasonality and external biases
- Compare new strategies with proven ones

Redemption, Response & ROI Tracking

- Redemption analysis
- ROI/ROAS measurement
- Continuous optimization and adjustment



REACH YOUR VERY BEST CUSTOMERS

64% of consumers change all or some service providers after moving or purchasing a home.

- New mover programs work because “welcome, new neighbor” offers in the mail resonate with this audience.
- What about knowing before the move?
- What about a celebration offer for that 1-year home anniversary?
- How might we connect this with your data?

NEW MOVER JOURNEY



Know before customers churn, create opportunities to celebrate a change and trigger an offer to an existing customer, and empower more business intelligence in your CRM and BI. How might this power your business?

NEW LISTING



Updated daily/weekly based on MLS and For Sale by Owner feeds. Create a customer early warning alert, trends and prospecting for products and services related to a home for sale.

PENDING SALE



Updated daily/weekly based on homes that have just signed. Reach the move-out or move-in homeowner and/or create a customer alert program.

NEW MOVERS/OWNERS



Updated daily/weekly based on deed transactions with sales price and related transfer demographics. Vary in-home timing based on products and services.

HOME ANNIVERSARY



Based on contract sales date, a 1-year home anniversary celebrates a year after the home purchase with related offers to maintain the big investment for many more years

THE OFFER



CONSUMER SHOPPING BEHAVIORS

How do you expect your shopping behaviors to change in the coming year?

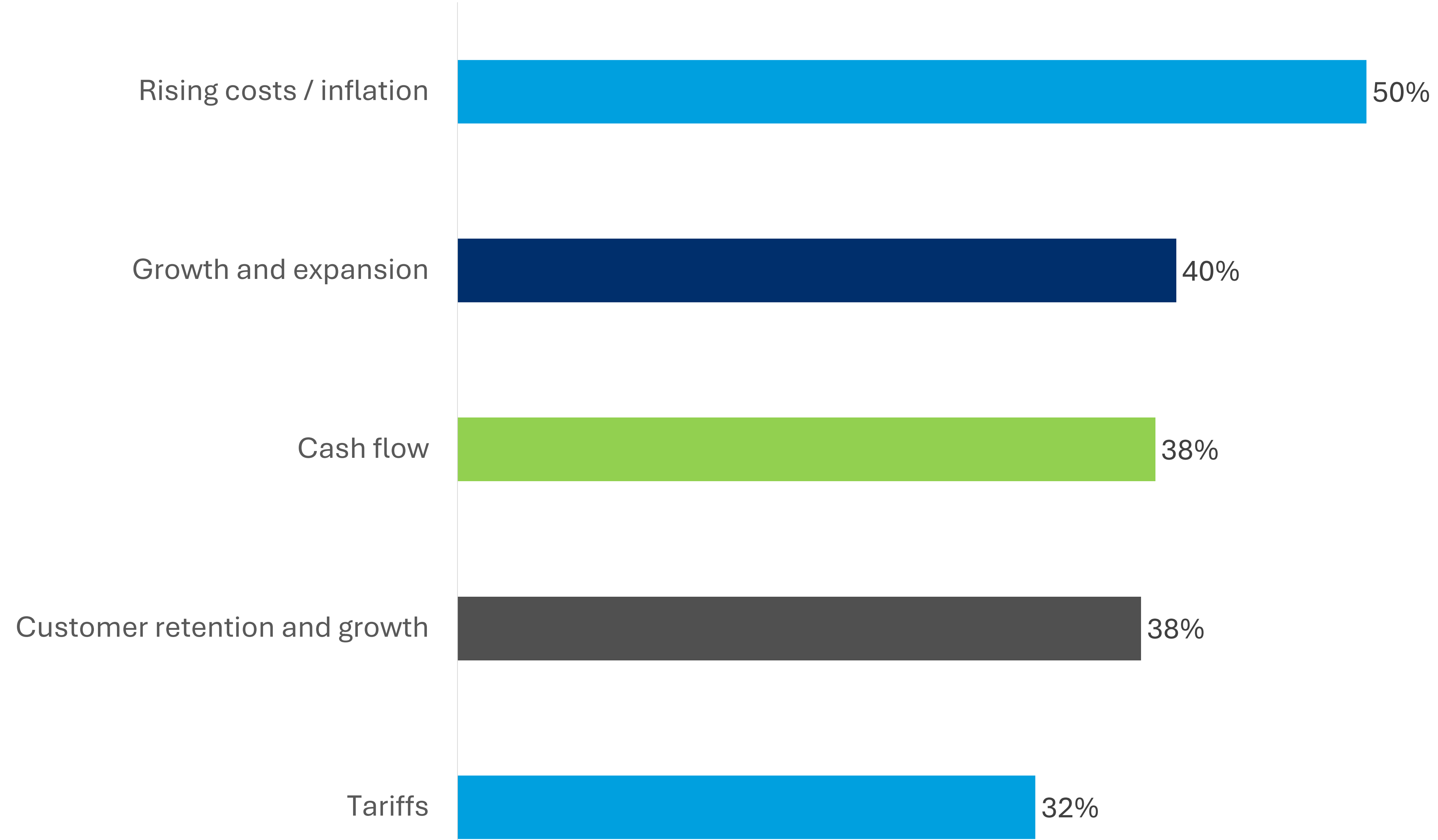
INCREASE	
Use of print coupons and discounts	40%
Use of digital/ mobile coupons and discounts	40%
Stocking up on everyday items potentially impacted by tariffs	31%
Amount spent on groceries	30%
Planning out my shopping trips	29%

DECREASE	
Online shopping	24%
Use of subscription delivery services	28%
Trying new products or services	33%
Spend on non-essential items	53%
Impulse shopping	58%

40% plan to use more print and digital coupons

58% plan to reduce impulse shopping

SMALL BUSINESS STUDY: TOP 5 CONCERNS



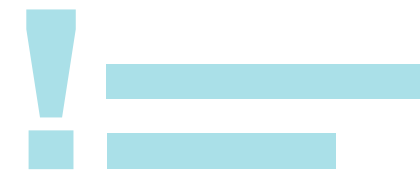
THE CREATIVE



DRIVE CONVERSION

DESIGN BEST PRACTICES

The ingredients for a successful campaign in the Blue Envelope



HEADLINE

Make it short, sweet and impactful; relevant to what your customer wants.



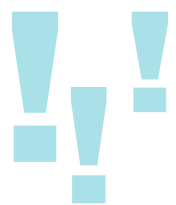
PHOTO

Use a single image to create a connection with your audience. Feature authentic people using the service or product or specifically highlight the product.



OFFER

Show the single, best offer on side 1. Change the color and enlarge the font size to make it impactful.



CALL TO ACTION

From visiting a website to downloading an app, make it clear and concise what you want the audience to do.



ADVERTISER LOGO

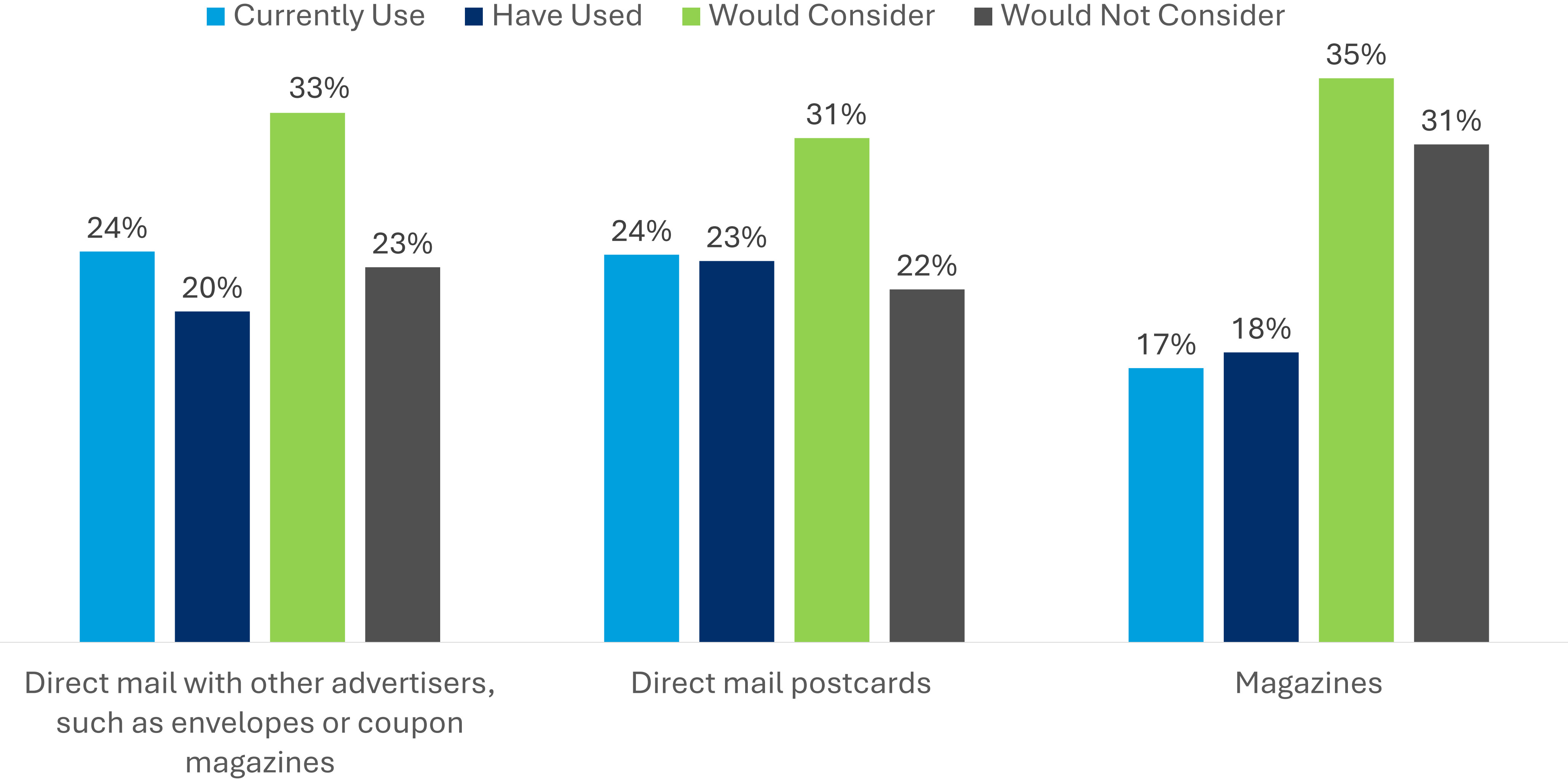
Include the company logo in high resolution. With a strong offer, the consumer will want to know who you are.



SIDE 2 – SPECIFIC DETAILS

Additional offers, imagery, contact details and information (maps, detailed disclaimers, social media icons) can be placed on side 2.

PRINT CHANNEL USAGE





INBOX & MAILBOX ENGAGEMENT

clipp

Coupons Deals Dining Entertainment

clipp





GET A \$20 Wendy's GIFT CARD WHEN YOU SPEND \$100 OR MORE

SHOP DEALS

Applies to First 100 Purchases Only

Spend \$100 on Clipp.com*, and we'll send you a \$20 Wendy's Gift Card - on us!

Just be one of the first 100 shoppers to hit the mark!

SAVE ON DEALS, SCORE FREE FOOD

Starting August 18, 2025, the first 100 customers to make a single purchase of \$100+ (before tax) on Clipp.com will receive a \$20 Wendy's gift card. Limit one per customer. U.S. residents 18+ only. Once 100 qualifying purchases are reached, the offer ends. Eligible customers will be emailed to confirm mailing details. Non-transferable, no cash value. Click here for full rules and conditions.


BOGO


BUY ONE, GET ONE FREE


— SMALL —

FROSTY FUSION™

Wendy's







BUY ONE GET ONE FREE Small Frosty Fusion*

FREE MEDIUM SIZE FRY With Any Purchase

BUY ONE GET ONE FOR \$1 Baconator®

2 FOR \$12 SPICY CHICKEN SANDWICH Small Combo

BUY ONE GET ONE FOR \$1 Dave's Double®

FREE JR. BACON CHEESEBURGER With Any Purchase

NOT VALID IN A COMBO: Wendy's participating U.S. Wendy's restaurants. Wendy's Frosty Fusion is a trademark of Mondelez International group, used under license. Pop-Tarts and affiliated trademarks are trademarks of Kellogg NA Co LLC, used with permission. © 2025 Quality Is Our Recipe, LLC.

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pop-tarts

STRAWBERRY

OREO

BROWNIE

CARAMEL CRUNCH

BOGO

BUY ONE, GET ONE FREE

— SMALL —

FROSTY FUSION™

Wendy's

BUY ONE GET ONE FREE Dave's Single®

BUY ONE GET ONE FOR \$1 Classic Chicken Sandwich

\$2 OFF ANY PREMIUM COMBO MEAL

\$2 OFF ANY SALAD

BUY ONE GET ONE FREE Any Cinnamon Roll Sandwich (of equal or lesser value)

BUY ONE GET ONE FREE Any Cinnamon Roll Sandwich (of equal or lesser value)

\$2 OFF ANY BREAKFAST COMBO MEAL


\$2 OFF ANY BREAKFAST COMBO MEAL

CARAMEL COLD FOAM

CHOCOLATE COLD FOAM

WE GOT COFFEE COVERED Wendy's

HOT COFFEE





BOGO


BUY ONE, GET ONE FREE

— SMALL —

FROSTY FUSION







Look inside for fresh savings from Wendy's®!

FIND MORE SAVINGS AT VALPAK.COM

Valpak and Valpak.com are registered trademarks of Valpak Direct Marketing Systems, LLC. Copyright © 2025 Valpak Direct Marketing Systems, LLC. E000000

NO PURCHASE NECESSARY. Look inside to see if there is a \$20 Wendy's Gift Card. Not all envelopes have a gift card. Odds are 1 in 92,525. Wendy's Gift Card is subject to terms printed and/or referenced on the card. Void where prohibited.


Valpak envelopes and offers are 100% recyclable. Other items such as stickers are not 100% recyclable.

valpak

More Great Valpak Savings Inside

MADE IN THE USA

valpak



CHILL OUT!


YOU COULD FIND* A

\$20 Wendy's GIFT CARD

INSIDE THIS ENVELOPE

PRSR. STD. U.S. POSTAGE PAID VALPAK DIRECT MARKETING SYSTEMS, LLC

1 Valpak Avenue North St. Petersburg, FL 33716





BOGO


BUY ONE, GET ONE FREE

— SMALL —

FROSTY FUSION







Look Inside for Wendy's Offers!

*****EGRWSS**R-003

123456AB 09876543 1234 000123


TO OUR FRIENDS AT

1234 MAIN STREET

ANYTOWN, USA 12345-4321

|||||

Grow your business with Valpak. Visit valpak.com/advertise or call 1-800-676-6878 to learn more.





BOGO


BUY ONE, GET ONE FREE

— SMALL —

FROSTY FUSION







Look inside for fresh savings from Wendy's®!



CHANNELS THAT DRIVE ACTION



Percentage who have stated they have taken action after encountering an ad, such as searching for more info or making a purchase.

CHANNEL	% TAKING ACTION
Direct mail	60%
Email	59%
Sponsored search results on Google, Safari, etc.	44%
Ads on social media	42%
Text message	35%
Cable television	34%
Streaming television (Hulu, Peacock, etc.)	30%
Ads within digital videos or music (YouTube, Pandora, etc.)	26%
Radio	24%
Online banner ads	24%
Billboards	20%

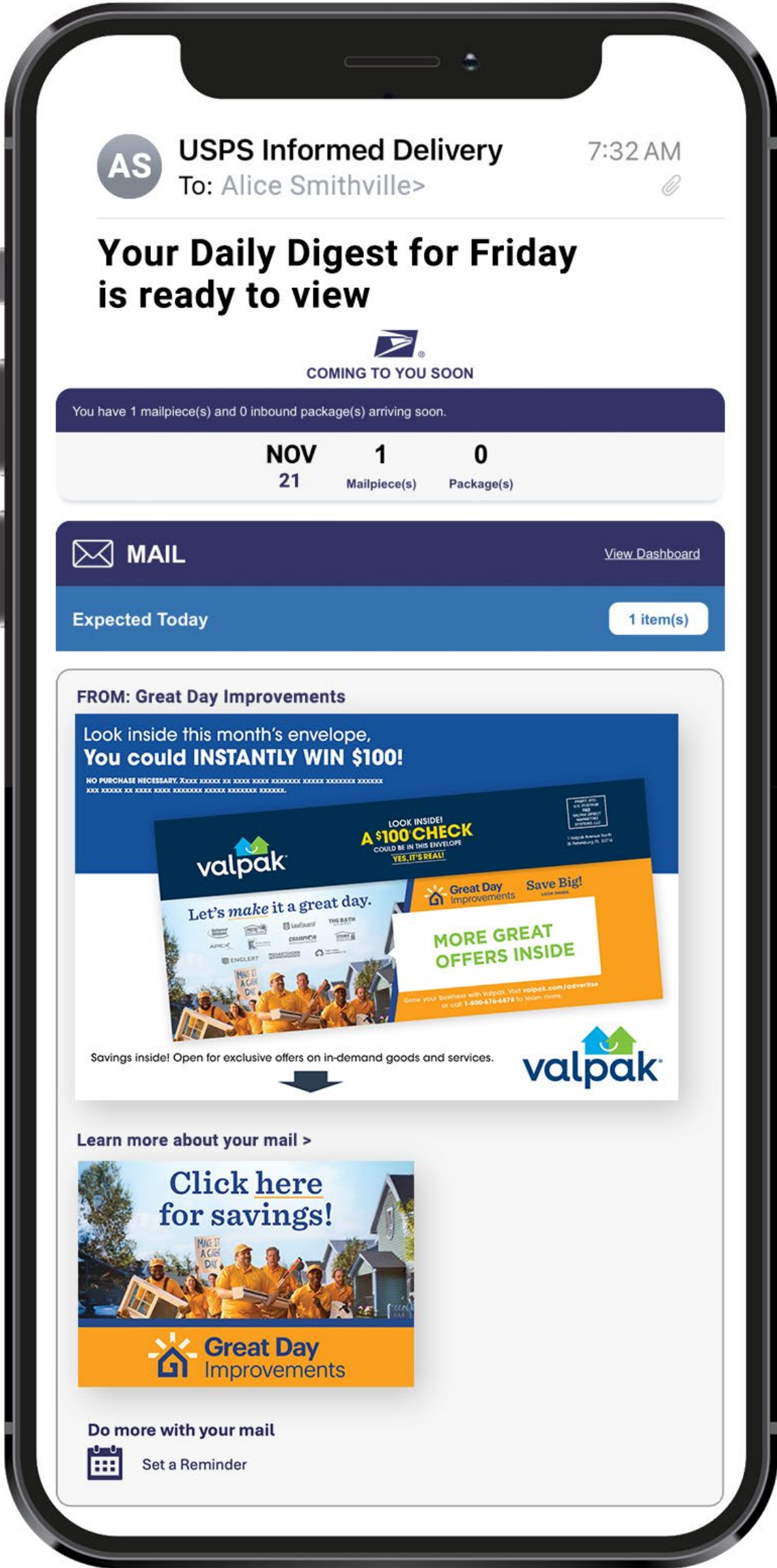
← Direct mail drives the most consumer action

✓ *Direct mail's ranking increased from the #2 spot in 2024*

~60% OPEN RATE | +17% YOY

- An average Valpak NTA of 10,000 is over 4,000 Informed Delivery users. And because our postcards are processed on USPS DPS machines, the scanned image appears in the email along with additional images and links.
- Be sure to capture the impressions, views and clicks for attribution!
- What is next in Informed Delivery?

Area>District>ZIP3>ZIP5	Registered Users	Email-Enabled Users	Saturation Rate
ATLANTIC	17,653,134	14,823,991	34.19%
CENTRAL	15,576,017	13,150,734	32.96%
SOUTHERN	23,082,364	19,731,186	35.65%
WESTERN-PACIFIC	18,271,807	15,260,651	38.60%
Grand Total	74,583,322	62,966,562	35.31%



WELL-DONE ADVERTISING





Direct Mail - ALL IN!

16 Tips on how to maximize your direct mail ROI

Presented by Keith Goodman

modern[™]
postcard

DELIVERED  **2025**
BY GURU MEDIA HUB

#1 – Have a plan!

- What do you want to accomplish?
- Who are you going to target?
- How are you going to stand out?



#2 – Know the first step to your transaction process...

1. Come to my store
2. Generating a lead for sales
3. Go to my website
4. Download an app
5. Get a customer referral
6. Attend a seminar

... And then focus on it!



#3 – There is no typical response rate!

“What kind of response will I get?”

The question we SHOULD ask:

*“What kind of response do I **NEED**?”*



#4 - Know what you can spend per customer!

The basic formula:

Average sale.....	\$300
Gross profit.....	\$150
Annualized value (4X)	\$600
Lifetime value (3 years)	\$1800
Acquisition budget 10%.....	\$180



#5 – Focus on the price per new customer – Not on the price per piece or response rate



What would you pay for a busload of customers?

The response rate will vary based on the cost of acquisition

#6 – Understand your market

1. Who are you targeting
2. What are their interests



#7 – Have a budget!

Don't just try to get the best price on 5,000 cards.

Get the best program you can for \$5,000!



An aerial photograph of a suburban neighborhood. The houses are mostly single-story with light-colored roofs. The trees are in various stages of autumn color, with many showing bright yellow and orange foliage. The image is tilted slightly to the right.

- Secondary

VS

Returning Customers

niaolo - niaolo-dg.com

The map displays the density of returning customers across the United States. The density is represented by a grid of blue and purple circles, with the color and size of the circles indicating the level of density. The circles are most concentrated in the Northeast, Midwest, and South, with a particularly high density in the Northeast. The map includes labels for major cities and states, such as Ontario, Quebec, Ottawa, Montreal, Toronto, New York, Boston, and New York. The map also includes a legend in the bottom right corner, showing a blue circle and a purple circle, and a small icon of a person in the bottom right corner.



#9 – Your best prospects will look like your best customers!

Take a good look at your customers...

Then find more that look just like them!



#10 – Use New Mover and Homeowner files!

- Get all new movers/owners within 1-90 day recency
- New homeowners will spend more in their first 90 days than any other period
- Pre-movers are available as well
- They create relationships that will last years!



#11 - Use Imagery to Capture Attention!



Capturing attend and building relevancy



Ever feel like your home mortgage is like 60 tons of water, ready to crush you and your family?

**WE CAN
HELP YOU!**

#12 - Don't stop sending email

Combine it with direct mail!

Email is a great tool for communicating to a subset of your existing customers.

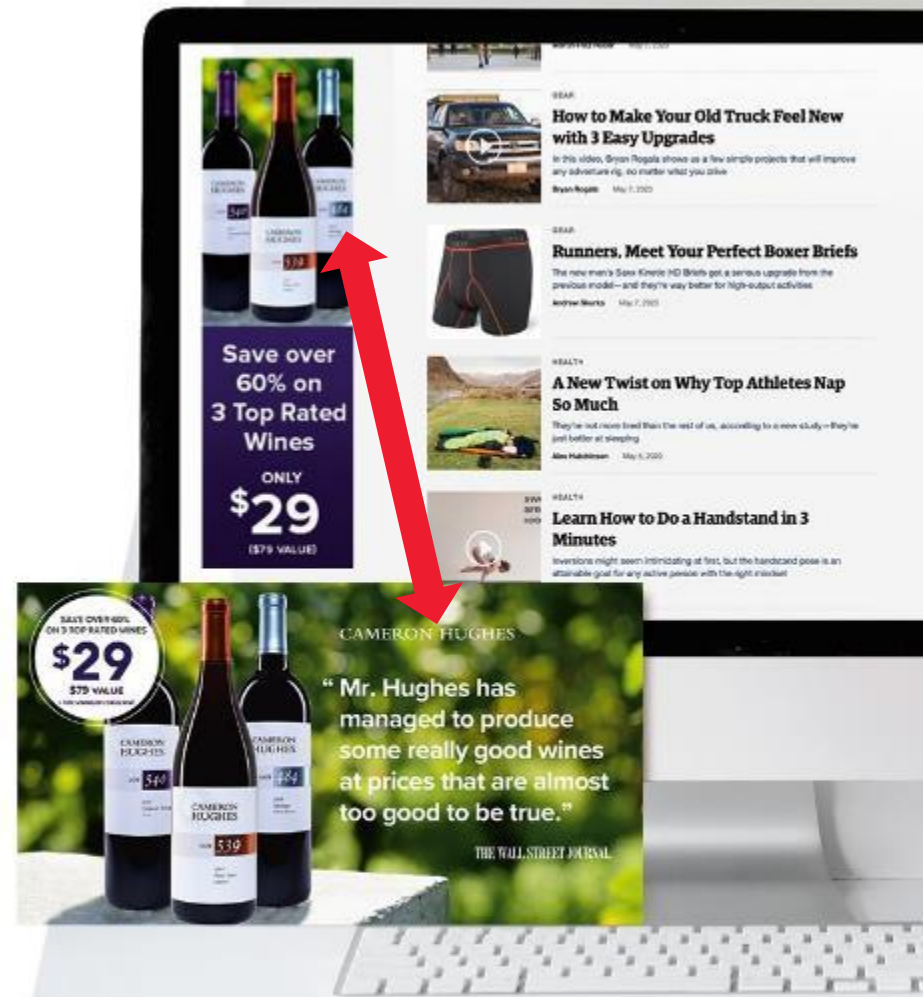
10% - 25% open rates for email.

Direct mail (especially with postcards) gives you a 100% connection (open rate) with your current customers.



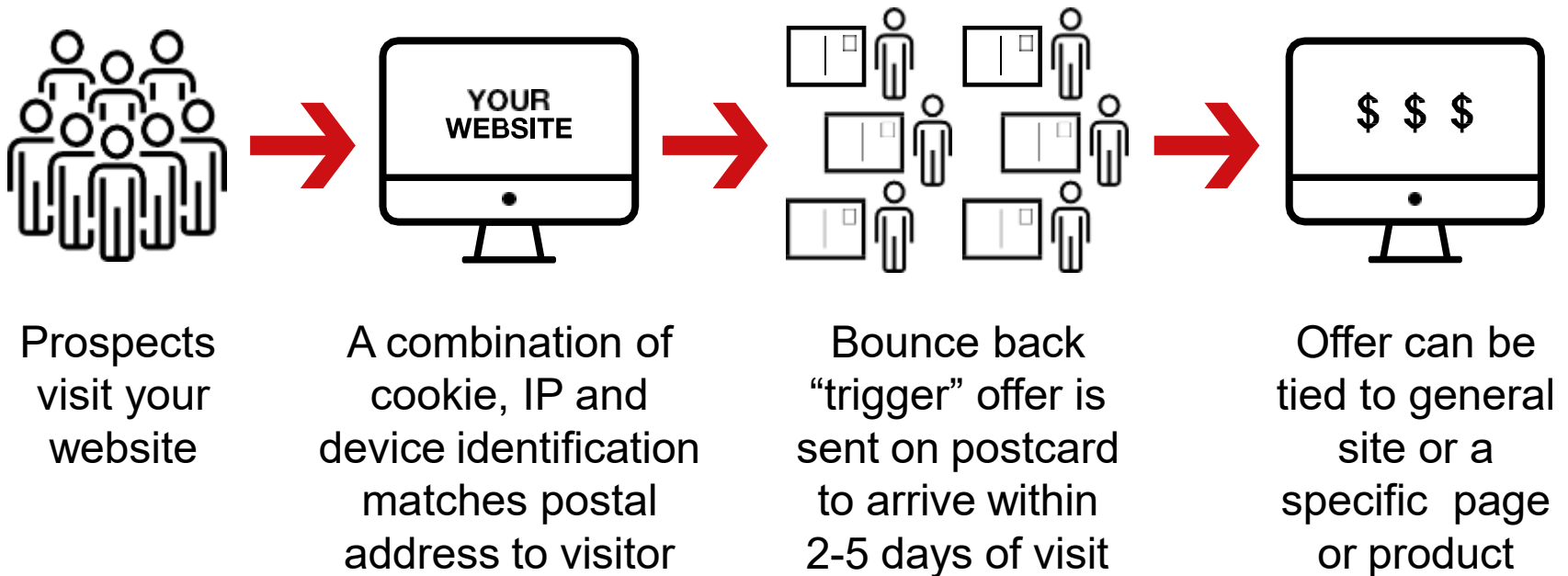
#13 – Match digital to postal

- Digital display can be matched to a consumer or business postal file with an approximate 90% match rate
- Customers have seen 30-40% lifts in response compared with non-digital deployment
- Deploy before, after and during a campaign



#14 – Use Postal Retargeting

Match direct mail to anonymous visitors



#15 – Test, Test and Test Again

- Formats
- Lists
- Offers
- Imagery
- With or without digital integration
- Copy

**Never
Stop
Testing!**



#16 – Track Your Results

With a match back you can compare your new customers to the original file to get an accurate response rate

Charles	Hanes	1072 S. De Anza Blvd. Ste. A107	San Jose	California	95129	\$ 11,401.80
David F.	Wilkinson	1145 Larkin St.	San Francisco	California	94109	\$ 11,095.40
Tom	Hopper	PH Pool & Spa 352 Mustang St.	San Jose	California	95128	\$ 10,868.00
Steven	Braunstein	472 Jersey St.	San Francisco	California	94114	\$ 12,691.20
David	Braman	1125 Balboa Street	San Francisco	California	94118	\$ 9,942.10
Oliver P	John	484 Vassar Ave.	Berkeley	California	94708	\$ 35,146.60
Rich	Rowley	4908 Menden St.	San Jose	California	95130	\$ 26,435.80
Anthony	Fenwick	1975 Bryant St.	Palo Alto	California	94301	\$ 25,781.75
Rob	Thorne	1130 Marina Way	San Jose	California	95125	\$ 9,126.00
Phillippe	Turpault	8901 Crown Blvd 106 A11	San Jose	California	95120	\$ 7,724.80
Dale	Kinsella	1917 Ashlomar Dr	Oakland	California	94611	\$ 7,496.00
Kirk	Wayland	2 Henry Adams St., 4580	San Francisco	California	94103	\$ 7,417.20
Glenn	Bulycz	1110 Minnesota Ave.	San Jose	California	95125	\$ 8,008.80
Gregory	Gallo	572 Ringwood Ave	Menlo Park	California	94025	\$ 8,060.80
Michael	Kalashian	1276 Poker Flat Place	San Jose	California	95120	\$ 8,763.70
Marcia	Middleton	1700 Francisco Street #9	San Francisco	California	94115	\$ 8,276.00
Drew	Bycliffe	2 Haggston Aliso	Irvine	California	92608	\$ 8,304.00
Sherman	Snow	PO Box 4097	Berkeley	California	94704	\$ 9,010.00
James	Payne	Payne & Fears LLP 4 Park Plaza	Irvine	California	92614	\$ 7,948.40

Dan	Boss	6666 Camelia Drive	San Jose	California	95120
David F.	Wilkinson	1145 Larkin St.	San Francisco	California	94109
Thomas	Webster	25 Tanglewood Dr	Irvine	California	92604
Lisa	Bookar	2700 moraga street	San Francisco	California	94122
Arrou	Ahsan	319 Alta Vista Ave	Oakland	California	94610
Michael	Crendon	515 Magnolia Ave	San Francisco	California	94116
David	Braman	1125 Balboa Street	San Francisco	California	94118
Mike	DiNapoli	2030 Gough St Apt 2	San Francisco	California	94109
Mike	Schaefer	62 Pinestone	Irvine	California	92604
Garry	Hanson	1502 Shotwell Street	San Francisco	California	94110
Robert	Larscheid	Two Embarcadero Center, Suite	San Francisco	California	94111
Rob	Thorne	1770 Marina Way	San Jose	California	95125
Marin	West	776 15th AVE	San Francisco	California	94118
C BRADLEY	MOORE	936 Oxford St.	Berkeley	California	94707 2435
Glenn	Bulycz	1150 Minnesota Ave.	San Jose	California	95125
Gregory	Gallo	572 Ringwood Ave	Menlo Park	California	94025
Michael	Kalashian	1276 Poker Flat Place	San Jose	California	95120

By adding a control / holdout group you can determine true incremental lift!

Thanks for listening



Keith Goodman

VP Corporate Sales and Marketing

keithg@modernpostcard.com ← *best way*

Phone: 760.692.3359

Mobile: 760.271.9932

800.959.8365 | modernpostcard.com

September 18, 2025



Acting on In-Market Signals: Timing Your Response

Why triggers matter and how to act fast on
buying intent

wilander

The Challenge

- Long lead times miss **critical** buying moments
- Broad targeting **wastes spend** and dilutes impact
- Economic uncertainty makes planning **unpredictable**

The Signals



**In-market
signals**
shows real
buying intent



Find who is
ready,
right now



Behavior over
demographics
is a better
**predictor of
response**

Acting Fast

- Match **response speed** to in-market triggers
- Small, agile campaigns > long, inflexible campaigns
- The **right message, at the right time**, to the **right audience**



Real-World Applications

- 1 **Flash offers** or hero products
- 2 **Retention** and **reactivation**
- 3 Subscription renewals or **upgrades**
- 4 **Seasonal** or tariff-sensitive inventory





Key Takeaways

- In-market signals demonstrate the **strongest buying cues**
- **Agility and precision** beats slow, broad tactics
- Fast response to signals will result in **higher engagement and retention**
- Precision drives **loyalty and growth**



Thank You!



Questions?

Gundir

DELIVERED  **2025**
BY GURU MEDIA HUB

It's not you, it's your CTA

Tools, tactics, and examples
to make every response count.





Gundir
PostReminder

About Mike Gunderson

- ✓ Founder and President of Gundir for 22+ years, growing it into one of the largest independent direct mail agencies in the U.S., serving a wide range of B2B and B2C clients.
- ✓ Proven track record of performance, consistently beating control packages over 80% of the time with at least a 15% lift.
- ✓ Recently founded PostReminder, a direct response platform that enables prospects to set reminders for direct mail offers or events.

What Is a CTA, really?

It's the part of your message that tells the reader exactly what to do next.



Download your **FREE** copy at avl.com/vanity by Month XX, 2021.

To learn more about Avalara sales tax automation services, call 888-888-8888.

MADISONREED®

Get **FREE SHIPPING** on your first Radiant Cream Color Kit.

Use promo code: **GORGEOUSHAIR**
Offer valid through: 12/31/17

Go to: Madison-Reed.com

Visit oneskin.co/vanity
Order by 4/15/25



Enjoy **15% OFF** with code XXXXXXXX

Review eligibility info beneath card. Then call for your

FREE GIFT
and personal RV insurance quote!

Don't wait:
Call the
Choice Hotline
1-833-320-0798
within the next
14 days.



we found this photo on Google Maps!

Schedule a quick walkthrough and get a guaranteed cash offer!

% on your home project

LIMITED-TIME OFFER

UP TO **25% OFF**
YOUR HOME PROJECT

Hurry! Offer expires 7/31/2025.
Request a FREE in-home consultation today!
Call 888-888-8888

Huge savings GAURANTEED for 12 months!

Exclusive offer for: Offer Code: <07EC29-0010>

Call 1-800-4-ASTOUND now to sign up.
Hurry, offer ends <August 3, 2011>!

Astound Broadband Triple-Play Bundle
Regularly ~~\$180~~
Now only **\$89/mo.***

Plus a **FREE** HD DVR and **FREE** HD channels!

Come back to Adobe Creative Cloud

Save 40% — that's only \$29.99 per month if you renew by 7/31/2019.

Visit adobe.com/dm or call 800-XXX-XXXX now.

What makes a CTA effective?

The best CTAs are concise, specific, urgent, and benefit-driven.

Online users just click. Direct mail requires crossing channels—so your CTA has to do more heavy lifting.



Boost your direct mail results — free at Delivered 2025

Register now and get your FREE Direct Mail Trend Report!

Claim your seat today!
Scan the QR or visit delivered.com/event



Hurry, offer ends: 9/18/25

← **Benefit Statement**

← **Special Offer**

← **Action Language**

← **Response Channels**

← **Easy to Respond**

← **Deadline**

The most common DM response channels

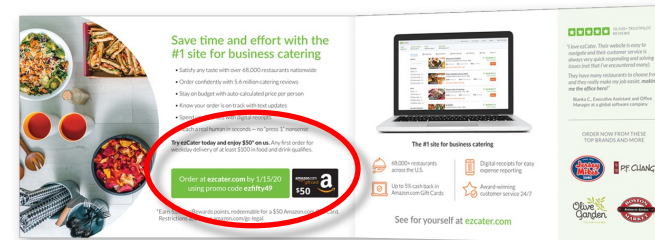
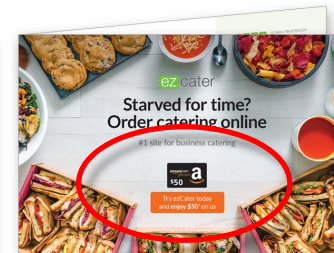
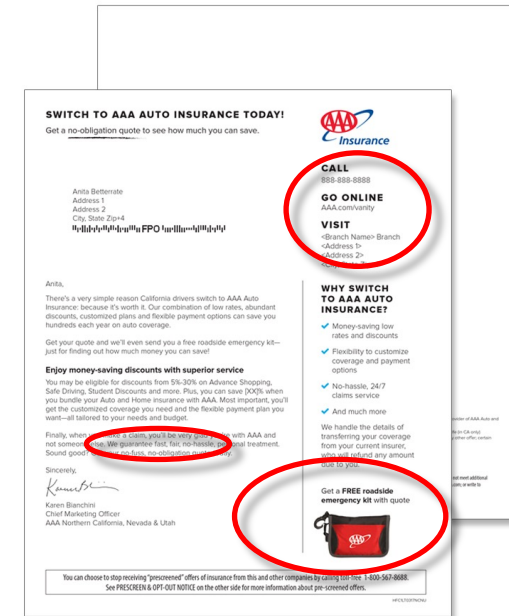
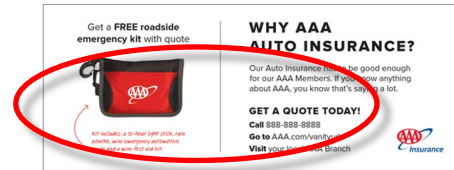
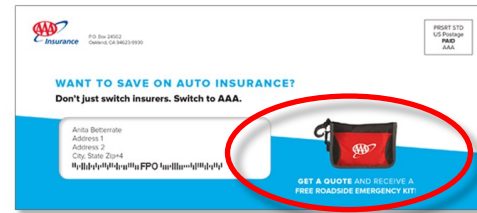
Your CTA should point prospects to the channels they actually use — and the ones you convert best.



Where should the CTA go?

Be deliberate where you put your CTA in direct mail. Put it where the eye naturally lands: multiple areas of the letter, top right of a postcard.

And use design to make it stand out—bold fonts, white space, and contrast.



Add urgency

(without sounding desperate)

Deadlines, scarcity, and countdowns drive response—when done right.



YOU'RE PRE-QUALIFIED
for \$54,000 or more!

Call: 888-888-8888

Visit: NewDayVeterans.com


Code: 1234-5678

▶ This is a limited-time opportunity, so be sure to reply by 3/31/21.

Review eligibility info beneath card. Then call for your

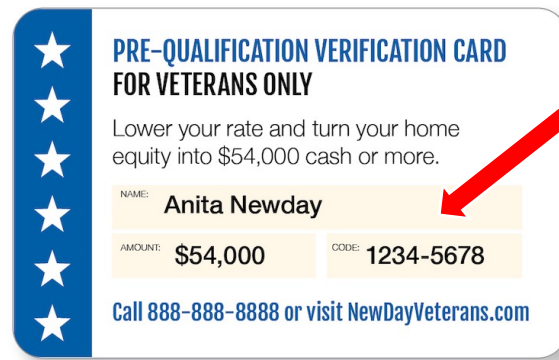
FREE GIFT
and personal RV insurance quote!

Don't wait:
Call the
Choice Hotline
~~1-855-320-0798~~
within the next
14 days.



Personalization wins

Tailoring the CTA to the prospect increases response and relevance.



A white card with a blue header and a blue vertical bar on the left containing five white stars. The header text is in blue. The body text is in black. There are two yellow boxes for personalization. A red arrow points to the name field.

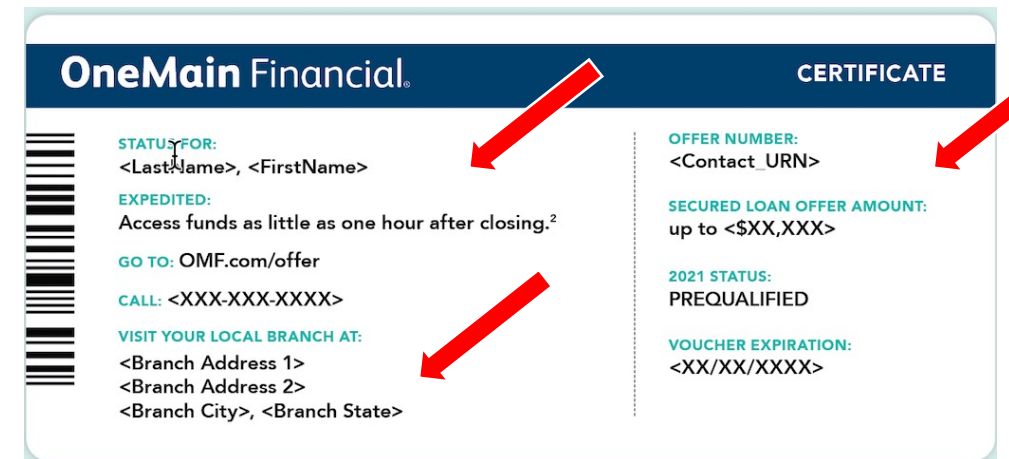
**PRE-QUALIFICATION VERIFICATION CARD
FOR VETERANS ONLY**

Lower your rate and turn your home equity into \$54,000 cash or more.

NAME: **Anita Newday**

AMOUNT: **\$54,000** CODE: **1234-5678**

Call 888-888-8888 or visit NewDayVeterans.com



A certificate from OneMain Financial. It has a blue header with the company name and the word 'CERTIFICATE'. The body is white with blue text. There are three red arrows pointing to specific fields. On the left is a barcode.

OneMain Financial **CERTIFICATE**

STATUS FOR:
<LastName>, <FirstName>

EXPEDITED:
Access funds as little as one hour after closing.²

GO TO: OMF.com/offer

CALL: <XXX-XXX-XXXX>

VISIT YOUR LOCAL BRANCH AT:
<Branch Address 1>
<Branch Address 2>
<Branch City>, <Branch State>

OFFER NUMBER:
<Contact_URN>

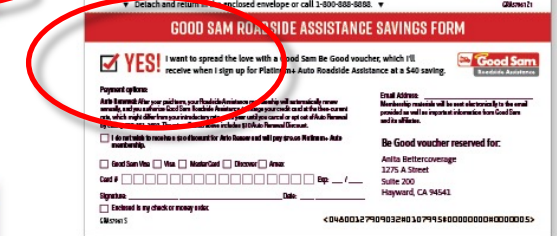
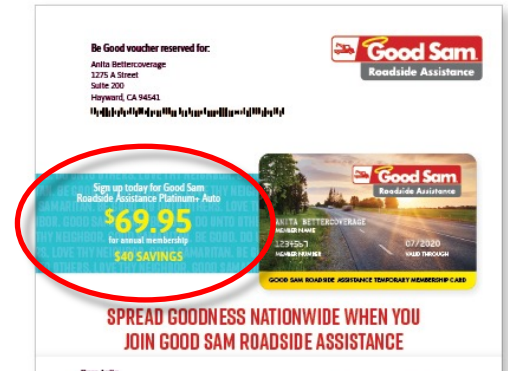
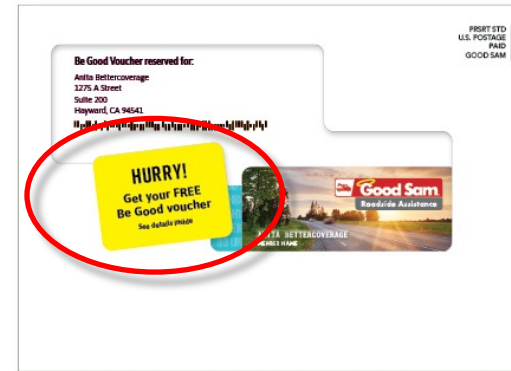
SECURED LOAN OFFER AMOUNT:
up to <XXX,XXX>

2021 STATUS:
PREQUALIFIED

VOUCHER EXPIRATION:
<XX/XX/XXXX>

How many CTAs is too many?

There's no “one and done” with CTAs. Reinforce a similar call-to-action (CTA) throughout the package, tailored to the format.



Are you realizing the potential of QR codes?

QR codes are increasingly used in direct mail to reduce response friction and allow the prospect to respond on the spot.

Great ones are functional, intentional, and rewarding.

We'll get you up and running fast, and you can try us for 31 DAYS FREE!

To claim your FREE month, call 888-888-8888, visit Deputy.com/vanity, or scan this QR code today.



EXCLUSIVE MAIL OFFER

15% OFF

Scan the QR code or visit oneskin.co/skinscience. Use code skincare01 by 5/31/25

GET STARTED TODAY

Visit crossoverhealth.com/amazon or use the QR code below.



Hover phone camera here.

Make the move toward your dream home—apply in minutes, with no impact to your credit score!

Just visit Divvy.com/mail or scan the QR code.



FREE 31-DAY TRIAL!

Try Deputy at no cost—just call 888-888-8888, visit Deputy.com/vanity, or scan this QR code.



Scan the QR code with your smartphone.

Call 833-574-1091, visit www.dentalplans.com/smile or scan the QR code to join.



www.dentalplans.com/smile

SCAN ME

Join now to get **3 lbs. of FREE CHICKEN**

in every order for a year!

Offer Expires 2/28/25



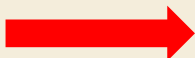
BUTCHERBOX.COM

SHAMELESS PROMOTION

Enhance the scan

PostReminder™ turns one scan into a multi-path experience: act now, share, or save for later.

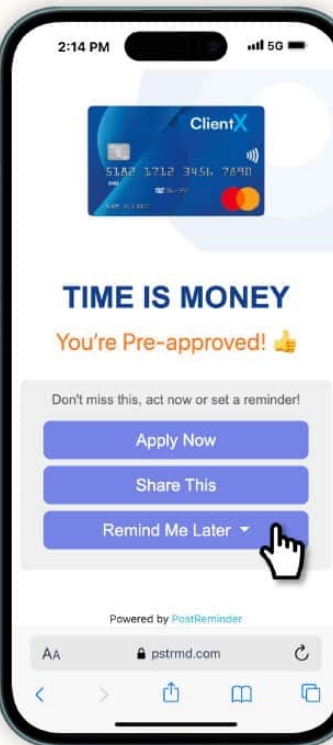
Try it!



Scan the enhanced QR code



Get timely alerts to take action



Respond instantly or set a reminder

Plus, save 3% on your postage!

As always, don't guess. Test.

Use A/B testing to fine-tune CTA language, format, and offer.

A

Save time and money on client catering

ez cater

1:00 PM LUNCH WITH CLIENT

Enjoy a \$50 Amazon.com Gift Card on us* — we'll provide code on back.

Y ezCater today and enjoy a \$50 Amazon.com Gift Card on us*

Over 100,000 restaurants nationwide, with search filters for cuisine, dietary needs, budget and more.

Save time, stress less. On average, sales reps who use ezCater get 7 more sales meetings, 4 more deals, and 12 hours savings on ordering and expediting monthly.

Always stay on budget. Filter restaurants by price and minimum order amount. See per person cost as you build your order. Have all digital receipts in one place.

Order 24/7 at ezcater.com/order

Best ready to order? Scan now, we'll remind you later.

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CHICAGO, IL 60604-4004

*For 1,000 randomly-selected sales reps for a 30-day promotion. One offer each. For new customers only. To qualify, must be first order on ezCater.com or on ezCater app for catering orders by 10/15/25 and at least \$250 in food and drink. Restrictions apply. See restrictions page. *Amazon.com Gift Card. Expires 10/15/25. If you do not wish to receive offer from us, please visit ezcater.com/opt-out for your information.

WIDGET 1234
Last Modified: 10/15/25
PREF: 1234, 456
RANDOM: 1234, 567

<Firstname> <Lastname>
<Business Name>
<Address Line 1>
<Address Line 2>
<City> <ST> <Zip>+4
[Barcode]

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B

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Flexible. Reliable. Delicious.

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Scan now to order? Scan now we'll remind you later.

With ezCater, it's easy to:

- Get reliable results, right on time — so your team can make the most of tight lead changes and breaks.
- Find dining options for any budget, with alcohol, or foodtruck from a huge variety of restaurants.
- See all of your upcoming orders and digital receipts in one place. Saving you time and making reorders super easy to track.

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<Business Name>
<Address Line 1>
<Address Line 2>
<City> <ST> <Zip>+4
[Barcode]

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our direct mail lookbook,
scan now!



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President

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