



# *Growth Driven*

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

*What is so New and “Dynamic”  
about Direct Mail?*

*Karan Gera + Chris Cotter / May 7, 2019*

*Welcome to a pivotal  
moment in Mail!*

INDIANAPOLIS | 2019



# *We'll be your tour guides:*



**Karan Gera**  
**SVP, Strategy Director**  
**MRM//McCann**



**Chris Cotter**  
**Associate Strategy Director**  
**MRM//McCann**

# *Today's Conversation*

---

- What we learned from marketers
- Introducing the new, dynamic world of Direct Mail
- A glimpse at this new Direct Mail in action

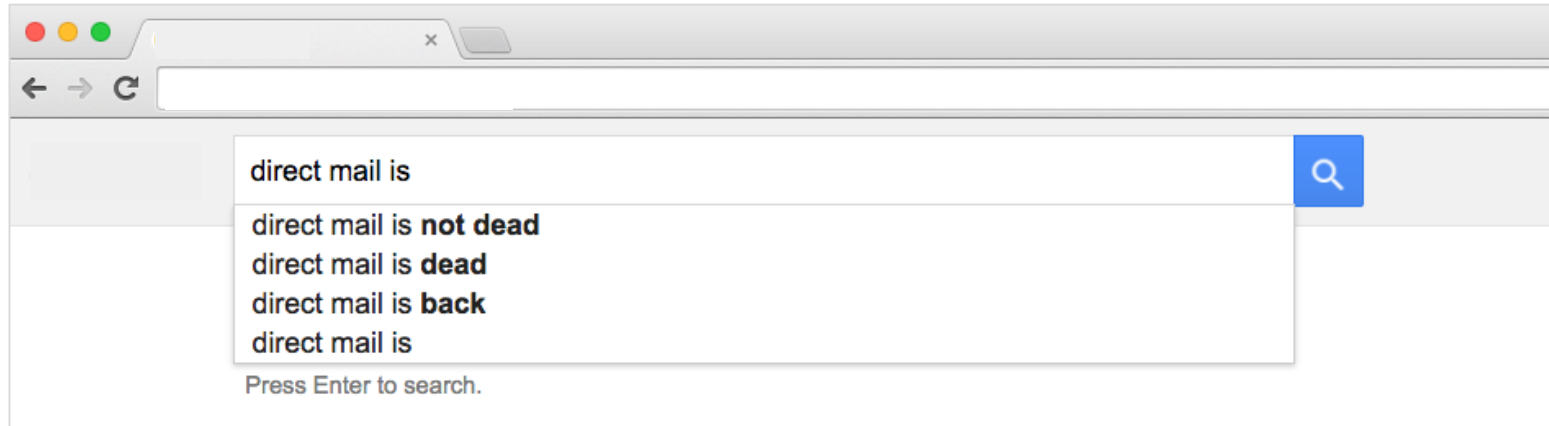


# *What we learned from marketers*

INDIANAPOLIS | 2019



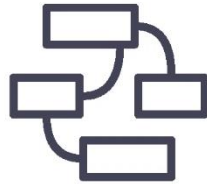
# *When we started, mail was the subject of an existential debate*



# ***New innovations had 'reinvented' Mail***



**INFORMED  
DELIVERY®**



**RETARGETED  
DIRECT MAIL**



**INFORMED  
VISIBILITY®**



**DIGITALLY  
ENHANCED MAIL**

# *Yet, the wrong side was winning the debate*

**Direct mail  
is dumber  
than digital**

**VS.**

**Direct mail  
is better  
with digital**





***We had to set the  
record straight***

# So, we talked to marketers...



Head of Digital Customer Experience

Head of Growth Marketing

Senior Marketing Manager

Head of Digital Marketing

Media Communications Planner

Chief Product Officer

VP, Ecommerce

VP, Integrated & International Programs

VP, Loyalty, CRM, & Multicultural Marketing

Director, Consumer Insights & Analytics

Addressable Digital Advertising Manager

Sr. Director, Marketing Management & Sales Enablement

# ***Marketers' perceptions of mail were stuck in the past***

*“I can do a digital campaign within minutes if not hours, while a physical direct mailer campaign can take up to six weeks to execute.”*

*“I have my doubts about direct mail, because the whole world is mobile, and carrying your phone and communicating through your phone.”*

# *They had several grievances to air*

## **Direct Mail**

Antiquated

Siloed

Shuttering of Retail Stores

Inefficient

Not Eco-friendly

Replaced by Digital

*They didn't see a role for mail  
in omni-channel marketing*

# *But they're seeking a channel to drive conversion*

*"We have so many more mediums, to bombard audiences with, but it's been harder to hook a sale, because the market is so fractured out there."*



# 72%

of marketers say  
"increasing conversion rates"  
is their top priority in 2018

Source: VidYard, DemandGen Report, 2018

# ***So, we explained “modern” mail to them***

Digital and physical mediums each have their pros and cons. Digital makes it easier to personalize and measure success, but the message can get lost in the clutter. While physical mediums like direct mail help break through the clutter by sending a tangible message to a person’s home, it’s lacked the data intelligence and flexibility of digital.

***Mail now harnesses the unique strengths of both physical and digital to drive conversion across the customer journey – whether getting a new customer, getting existing customers to buy more or winning back lost customers.***

All of this is made possible through a suite of tools:

- Retargeted Direct Mail: Automatically trigger a piece of mail to someone based on their digital behavior.
- Informed Delivery®: Turn your direct mail into digital impressions and digital experiences.
- Informed Visibility®: Know when mail is delivered to coordinate complementary media.

# ***And they did a complete 180!***

*“I've seen this be super effective digitally, and when you can do that through direct mail, it definitely echoes and mirrors the success that I've personally seen in the digital space. Love, love, love this!”*

*“Now you're applying [an online philosophy] to a channel that didn't allow for that type of timeliness and targeting capabilities...this is hyper-targeted and very different from what we were doing, so it feels very differentiated.”*



# Direct Mail has become dynamic



## RETARGETED DIRECT MAIL

Smarter Targeting +  
Personal Delivery

*“I think the premise is really intriguing. This allows you to effectively use your own first party data of who's taking action on your site to bring someone back.”*



## INFORMED DELIVERY®

Seamless Communications +  
Tangible Media

*“I think you're hitting the right space. You're doing the physical stage, you're doing the digital space, and you're differentiating the digital space and physical space with interactive content.”*



## INFORMED VISIBILITY®

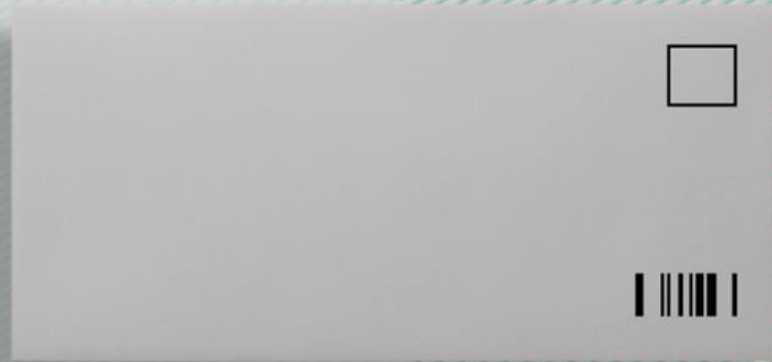
Coordinated Messaging +  
Memorable Experiences

*“When you can have an orchestrated campaign that triggers based on when a customer receives a piece of mail, I think this is great.”*

*Which led us to mail's new story that will grow the pool of marketers using it...*



# *Welcome to the dynamic world of direct mail!*



# *Powered by innovations adding digital intelligence to mail*



**INFORMED  
DELIVERY®**



**RETARGETED  
DIRECT MAIL**



**INFORMED  
VISIBILITY®**



**DIGITALLY  
ENHANCED MAIL**

# *Retargeted Direct Mail*

Learning from consumers' online activity, marketers can send them personalized direct mail within 24 to 36 hours, to help convert digital visitors into customers.

- 65% of marketers surveyed say Retargeted Direct Mail has increased website traffic and ~50% said it increased conversions



Sources:  
USPS Direct Mail Study, February 2019

# *Informed Delivery*<sup>®</sup>

Gives you three chances to close the sale: the physical mail, email and interactive content. Consumers see your mail piece in the email before it arrives, and you can even embed interactive content alongside the image of your mail.

- Up to 75% e-mail open rates, 11.5% response rates



Sources:  
USPS Proprietary Informed Delivery Performance Data

# *Informed Visibility*<sup>®</sup>

Knowing the precise moment when mail is delivered helps marketers coordinate other complementary media, e.g., sending an email, social post or search ad.

- 48% of marketers surveyed in a 2019 USPS Direct Mail Study say Informed Visibility<sup>®</sup> has increased website traffic



Sources:  
USPS Direct Mail Study, February 2019

# ***Digitally Enhanced Mail***

Adding digital technologies like QR, AR, VR, NFC, etc., creates captivating experiences that launch people toward your digital properties.





# *Direct Mail's new dynamic life*

## **From**

Mass medium

Send mail in months

One shot deal

Siloed tactic

“Just a piece of paper”



## **To**

Individual targeting with a truly personalized message

Send mail in 24-48 hours

Multiple touches with just one mailpiece

Coordinated part of omni-channel campaigns

Add new digital layers to your message

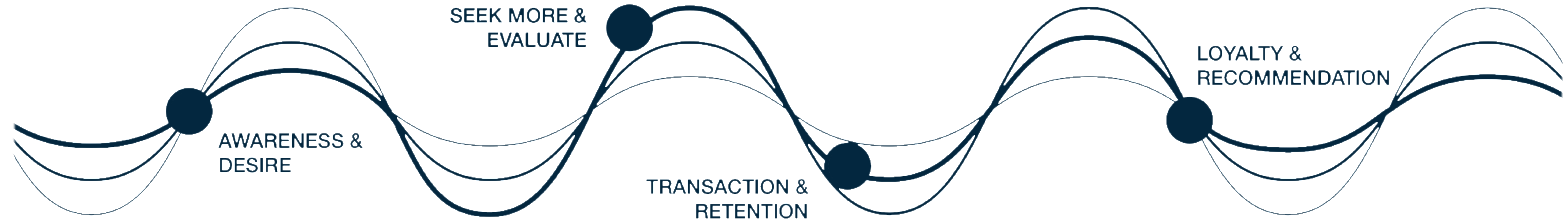
*Giving mail a new specialty*

*With mail, every interaction  
can create action.*

INDIANAPOLIS | 2019



# Vital to moving people across the customer journey



## Interest

turns people who know, into people who might *want*.



## Consideration

turns curiosity into active evaluation.



## Leads

turns the best prospects into valuable leads.



## Sales

turns hooked leads into paying customers.



## Repeat sales

turns a single sale into a repeat customer.

# *Every interaction can create action*

The majority of marketers surveyed using Direct Mail innovations have reported increased:

- Website visits
- Response rate
- Leads
- ROI

Sources:  
USPS Direct Mail Study, February 2019

***So, in summary...***



*With new innovations, mail has  
joined the connected world*

An aerial night view of a city skyline with numerous skyscrapers and illuminated streets. Overlaid on the city are several glowing, golden-yellow arcs that connect various points across the landscape, symbolizing a dynamic network or data flow. The sky is dark with some clouds, and the city lights create a vibrant, futuristic atmosphere.

# *Making Mail dynamic*

INDIANAPOLIS | 2019

**SO THAT NOW:**

---

***With Mail, every interaction  
creates action.***





<https://www.uspsdelivers.com>



***AND LET'S GROW  
THE POOL TOGETHER!!***

INDIANAPOLIS | 2019



***Thank you!***