



# Why Direct Mail Delivers for DTC Brands:

Strategies, Tactics and Examples

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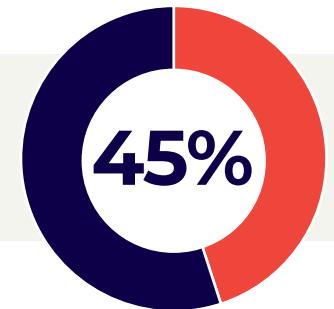
# Direct-to-Consumer, a trend that is here to stay

Over the past decade there has been an unforgettable shift in the retail industry and consumer shopping habits. Direct-to-Consumer (DTC) brands have challenged traditional brick and mortar and e-commerce platforms to put consumers first, remove the middleman, and have products and services delivered directly to the doorsteps of their audience.

In a 2019 eMarketer report, studies identified more than 400 DTC brands in operation ranging from vehicles and travel to consumer goods and services, and everything in between. The coronavirus pandemic accelerated consumer adoption of the DTC model even more, as subsequent eMarketer research revealed United States DTC consumer sales have doubled since 2019. By 2022, it is expected that the number of e-commerce shoppers will reach a new milestone (103.4 million).



Nearly **45%** of DTC brands named “**achieving profitability at scale**” as a top barrier to meeting marketing goals. -CommerceNext



*And the competition is growing fierce.*

2020 introduced an influx of hungry DTC startups to homebound consumers at an accelerated pace. Established and traditional brick and mortar brands also realized direct-to-consumer strategy as a critical channel, launching their own DTC capabilities and platforms in response to the pandemic and customer expectations. GRIN research suggests there are now tens of thousands of DTC companies in North America.

Traditionally known for their savvy digital marketing tactics, native DTC marketers are quickly discovering an online approach is not enough to cut through the crowded and congested marketplace. Reaching and converting their audience at scale is becoming a top barrier to growth. Looking to diversify beyond performance-based search and social media advertising, marketers are now investing in traditional media channels such as TV, radio, and direct mail.

*And consumers love it.*



# The fork in the road

Brand recall, trust, and retention is higher when your message is visible and cohesive across multiple channels. So naturally, when you find your digital channels are approaching their customer acquisition ceiling, you know it is time to diversify your direct marketing strategy with a new approach. Linear TV, Connected TV (CTV|OTT), influencer marketing, radio, and direct mail are all viable options, but where should you turn first? We call this the fork in the road.

“ **75% of U.S. adults are experiencing digital device fatigue.** *-Harris Poll* ”

When budgets are tight or allocated and expectations are high, investing in an unfamiliar channel can be intimidating. But identifying the next best pivot for your brand doesn't have to be. Read on for an overview of today's emerging direct marketing channels to help you determine which is best for your growth goals.

## LINEAR TV: IS BRAND AWARENESS ENOUGH?

AdWeek reports linear TV ad spend is down among direct-to-consumer (DTC) brands. However, some marketers are choosing to take advantage of the lower ad costs and increased inventory to test the channel.

Linear TV is recognized for its ability to reach large audiences and boost brand awareness, but its attribution is far from the sharpened measurements available to digital media users. You may see an increase in website traffic or obtain minimal data from purchasers who indicated they saw your ad on TV during checkout — but is that truly measurable and actionable?



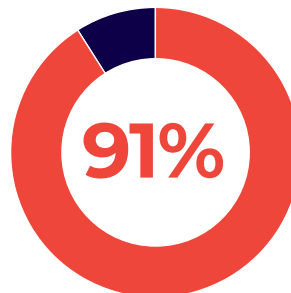
## CTV|OTT: THE YOUNG AND THE COMPLEX

The unexpected surge in an at-home audience pushed the still maturing connected TV (CTV) and over-the-top (OTT) industry to grow quickly as brands poured ad spend into streaming media during the pandemic. CTV|OTT advertising is sold on a cost per thousand (CPM) basis, starting at CPMs of \$15 - \$50 but quickly increasing based on inventory quality. If you have yet to pull the trigger on the channel, be aware that increased competition has left limited inventory for novice advertisers and programmatic-only traders, and seasoned purchasers are notorious for early negotiations and premium slot reservations.

Although digital natives appreciate the granular targeting and retargeting capabilities offered by CTV and OTT, the inconsistencies among platforms, devices, and providers make efficient targeting, frequency management, attribution, and measurement incredibly complex. As with linear TV, producing professional, quality advertising content can cost upwards of hundreds of thousands of dollars based on your creative vision.

## INFLUENCER MARKETING: TWO TRUTHS AND A LIE

In response to rising consumer distrust in brand marketing, marketers expanded their social media strategy to include influencers. An Influencer Marketing Benchmark Report found that **91% of marketers believe influencer marketing is effective** (truth #1), and **80% plan to budget for influencer marketing in the future** (truth #2). Yet in that same report, more than 2/3 of respondents indicated they have experienced influencer fraud in the form of fake engagement tracking, high saturation rates or non-disclosure of sponsorships (more like three lies).



of marketers believe  
**influencer marketing**  
is effective.





## Fork in the road, continued

**Influencer marketing can be a great enhancement to your social strategy and help expand your audience reach, but it will not provide the clear actionable analytics or attributable ROI of traditional channels.** If you have a niche product or service, it can also be a challenge to find an influencer whose persona and audience aligns with your brand and strategy. Influencer costs are based on audience reach, type of partnership (i.e. exclusivity, shoutouts, or giveaways), their average engagement rates, and the type of post (image, video, audio) you are requesting. Sponsored posts can be as cheap as \$1,000 each or up to \$500,000 for top celebrity endorsements.

## **DIRECT MAIL: YES, YOU CAN HAVE IT ALL**

Direct mail has all the targeting and attributable elements you love about digital, with the added benefit of being hand delivered by the most trusted brand in the country. Its versatility lends to success in prospecting, re-targeting, and CRM-based mail campaigns, while strategic testing capabilities enable you to quickly optimize your program for continued conversions and scale.

Direct mail can also integrate with digital channels (such as social media and CTV) to boost customer acquisition, consumer spending, and brand recognition. Onboarding your direct mail audiences into an online environment allows you to reach your best prospects on the digital platforms they interact with each day, naturally guiding them to the next step in their buyer journey.

However, running a seamlessly coordinated campaign can be difficult to implement and manage at scale. **Partnering with a proven direct marketing agency ensures your strategy, audience, creative, and mail package not only achieves your campaign goals, but also maximizes performance.**

# Stay ahead of the competition with direct mail

In today's digital age, physical mail might seem like an antique. But make no mistake, this timeless channel is still valued by consumers and brands alike. If your brand is looking to grow, and not yet active in the mail channel, you might be unintentionally tying one arm behind your back. **Here's why.**

“ 88% of purchase decisions are made or **discussed at home.** -Alter Agents ”

## MAIL CUTS THROUGH THE CLUTTER

Industry statistics and current trends estimate **the average consumer is exposed to 6,000 to 10,000 ads a day.** With metrics like this, it's no surprise recent Global Web Index research found one in three consumers describe the ads they see on social media, websites, and emails as “excessive.” These cluttered digital channels can render campaign performance ineffective or worse yet, brand-damaging. Consumers are installing ad blockers, avoiding sponsored search results and social posts, and even abandoning websites altogether in response to mis-targeted or irrelevant digital advertising efforts.

While digital marketing is increasingly ignored, direct mail is getting noticed. USPS records indicate the average American receives eight pieces of marketing mail per week, and they spend upwards of 30 minutes engaging with their mail on a single occasion. The American Marketing Association has found up to **90% of that mail is opened and has a shelf life of 17 days.**







## MAIL DELIVERS HIGHER QUALITY CUSTOMERS

Predictive modeling is a process that leverages customer insights and data science to identify the prospects with the highest potential for a specific marketing outcome. The process is kicked off with a customer profiling exercise to identify what makes a prospect more likely to connect with your brand, products, and services. Then, these customer profiles are used to build the foundation for modeling across a variety of datasets.

The two most popular modeling processes are “lookalike modeling” and “response modeling.” The lookalike model identifies which non-customers look most like your current customers. Response modeling, can be more predictive as it identifies prospects based on similarity to current customers and your previous direct mail responders.



## WHY OFFLINE DATA DELIVERS

Offline data is sophisticated consumer data that is permissibly collected from an offline source, such as proprietary customer data or publicly available information. These data types are traditionally sorted into three categories: **first-party** (your data), **second-party** (someone else's data), and **third-party** (aggregated data). Due to the assortment of consumer data available, there are several ways to build a strong performing mail list relative to your campaign goals and budget.

Offline data is anchored to an individual's name and physical address, a simple yet vital element in any direct mail campaign. The reliable demographic, behavioral, and even psychographic data available from offline sources ranges from life stage and homeowner status to hobbies, interests, and past purchases. These valuable and quantifiable variables are used during audience segmenting and predictive modeling to ensure your message is both relevant and appropriate for each consumer on your list.

Credible direct mail agencies can match, append, and test data from an array of third-party sources to create relevant and diversified mailing models to continually expand the audience. Data scientists have the ability to evaluate and transform buyer variables from the original database to create new attributes to model against. Proprietary machine learning algorithms are also incredibly powerful because they can constantly review, sort, transform, and update variables to forge new data points. As your campaign grows and new data sources are introduced, you simply mail deeper into the models to scale campaign performance.

## Stay ahead of the competition with direct mail, continued

Combining offline attributes with online intent not only provides deeper insights into consumer preferences, but it is proven to increase mail response rates and improve customer retention, while reducing customer acquisition costs. The comprehensive prospect models that were built with offline data can also be onboarded into online environments to create a synchronized omnichannel experience for your prospects.

### MAIL CREATES A LASTING RELATIONSHIP

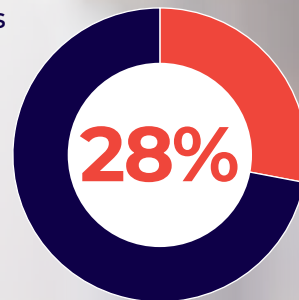
In a highly competitive marketplace, brands are struggling to create meaningful engagements with consumers. Personalization is a trending topic among marketing strategists as consumers repeatedly raise their hands for more and seek brands who make them feel like an individual.

*What is more personal than a hand-delivered message to your home address?*

“ Google searches with the qualifier “for me” have grown over **60% in the past two years.** -Google ”

Neuroscience research has found that as a tangible medium, direct mail feels more personal and creates a stronger emotional response than digital advertisements. That response increases brand awareness, influences brand perception, and motivates purchase behavior. This is why **direct mail recipients purchase an average of 28% more items and spend 28% more money than those who do not receive a mailer.**

Mail is so much more than just a top of the funnel marketing strategy. According to The State of Customer Engagement Report, marketers find direct mail more effective than digital display and paid search ads for engagement, lead nurturing,



## Stay ahead of the competition with direct mail, continued

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and customer retention. Recognizing its significance in the marketing mix, leading DTC brands are using direct mail to enhance the customer experience and escalate interactions throughout the buyer journey. These prospecting, retargeting, and CRM-triggered mail campaigns deliver the timely and relevant messaging consumers crave, while generating stronger LTVs and retention rates.

### MAIL IS ATTRIBUTABLE

With today's marketing landscape growing increasingly diverse and complex, your attribution program plays a critical role in your overall marketing strategy to effectively optimize your campaign results, prove your ROI, and maximize your advertising budgets.

**Direct mail is unique to other direct response channels because you know exactly who has received your messaging, making it easy for sales to be matched back to the original mail file.** To further understand which matchback sales are incremental, you can implement a holdout strategy.

We do not mean to oversimplify direct mail attribution, but we do want to make the point that channel performance measurement (one of the best parts of digital marketing channels) is more than possible. A comprehensive attribution strategy paired with a multi-touch attribution model will give you the valuable data needed to identify mail's effectiveness throughout the buyer journey.

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**For direct mail specifically, ensuring reliable processes for tracking results, calculating incrementality and influencing attribution is key to realizing the full potential of this high-performing channel.**

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## FM Direct Surround: All the right touchpoints at all the right times

Although expanding your marketing mix with a data-driven direct mail program will improve your bottom line, the real power of an integrated digital and direct mail program lies in a synchronized, targeted campaign.

FM Direct's Surround is a digital enhancement to your direct mail campaign that compliments the strengths of each channel to increase response rates. By leveraging the lookalike models that were built with your direct mail data, we can present prospects with relevant touchpoints across the digital channels they naturally interact with each day (social, display, email, streaming, etc.). But what makes the program truly unique is that the strategic timing of the digital touchpoints are concentrated around your direct mail in-home window, increasing the likelihood that your ideal customers will take action.



[Watch this video](#) for a closer look at our unique and valuable Surround customer experience, which is proven to increase sales rates by as much as 120%.

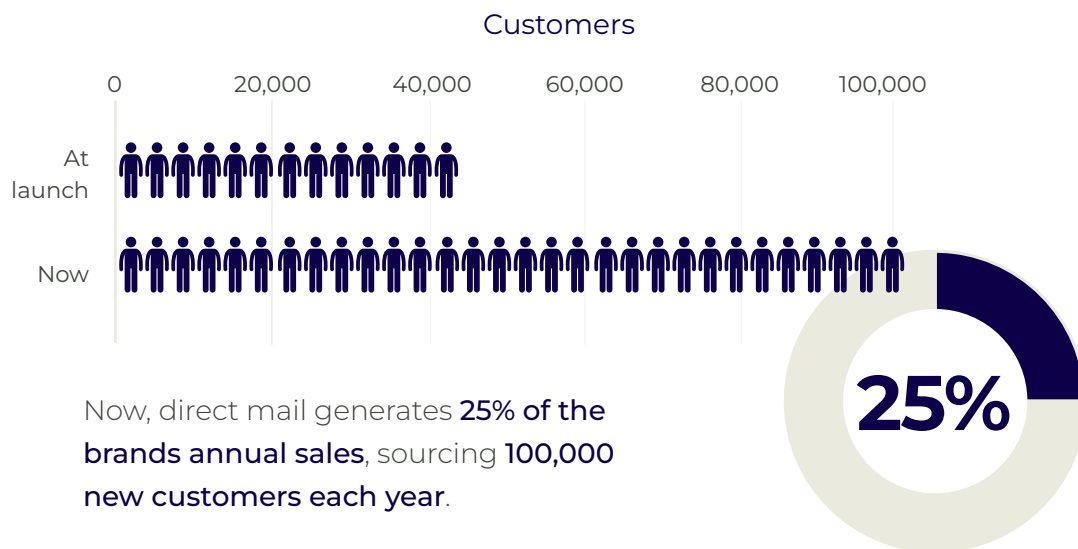
## How leading DTC brands are winning with direct mail

We could write e-book after e-book on why your DTC brand should be mailing, but without a few real-life examples of how brands are actually using the mail channel to reach and convert new customers, why would you read them? Here are five reasons, straight from our favorite direct mail wins.



### DIRECT MAIL LAUNCH DRIVES SIX-FIGURE ANNUAL SALES

A DTC home security brand with aggressive growth goals was in search of a major revenue channel capable of generating six-figure annual sales. FM Direct partnered with the brand to test direct mail with multiple lookalike models, offers, and creative concepts to identify the best performing mail package and list. Less than a year after launching into the mail channel, the brand acquired over 42,000 new customers and increased mail volumes by 173%.







## DIRECT MAIL ACHIEVES SCALE DESPITE MAXED OUT DIGITAL CAMPAIGNS

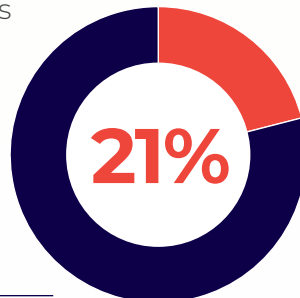
After maxing out its digital growth opportunities, this DTC financial services provider wanted to test the mail channel in hopes of finding additional scale. Over a three-month time period, FM Direct tested four creative concepts, a dozen list sources, and varying mailing frequencies to maximize customer acquisition. Within one year, **direct mail generated 22,000 new customers** and greatly exceeded the brand's expectations. Now, direct mail is responsible for 15% of annual new business.



## DIRECT MAIL REINVENTS RETARGETING PROGRAM TO BOOST LTV

When a generic direct mail retargeting program was no longer producing conversions, a DTC specialty insurer was eager to optimize the program beyond a one-size-fits all approach. FM Direct leveraged the insurer's CRM to segment past customers based on customer RFM (recency, frequency, monetary) data. The mail timing, frequency, and creative was tested to optimize the program across customer segments. This customized approach to retargeting has **increased revenue-per-policy by 21%.**

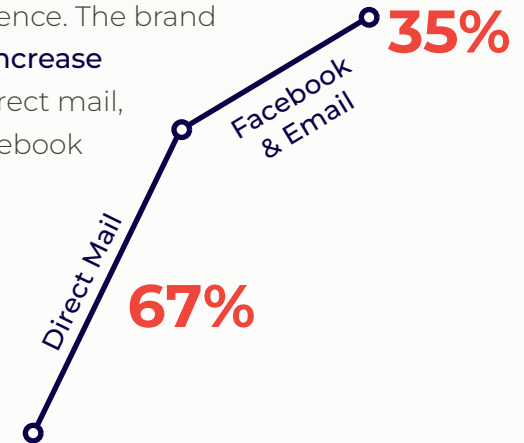
Multiplied the  
customer LTV by **8x**



## INTEGRATED DIRECT MAIL AND DIGITAL STRATEGY PROPELS SALES

After experiencing a successful launch into the mail channel, this DTC meal-delivery service was interested in testing how a multichannel strategy (combining mail and digital) would resonate with their audience. The brand had already experienced **67% increase in YOY sales** after rolling out direct mail, and FM Direct's integrated Facebook and email digital strategy catapulted sales even further to **lift sales an additional 35%.**

YOY sales lift



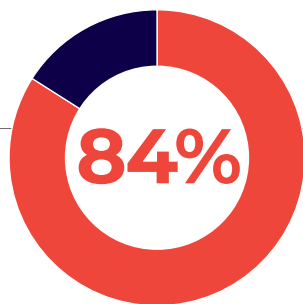
## NEW APPROACH TO DIRECT MAIL ESTABLISHES SUSTAINABLE PERFORMANCE

Although this fast-growing DTC wellness brand was not new to the direct mail channel, they were in search of a better partner to help them establish a scalable program that could run alongside its existing digital and media strategy. FM Direct tested five creative concepts and developed custom audience models to effectively predict converting customers. In only one month, FM Direct's approach to direct mail proved an instant success and produced a positive return on investment. Finding added value in the channel, the brand's subsequent mailings have steadily increased in size and profitability, notably **enrolling over 6,000 new customers in a single drop.**

## The weight of data deprecation

The ever-increasing reduction of marketing consumer data is weighing heavily on DTC brands who have relied on device and browser data and mobile-based advertising to reach and connect with their audiences. Forrester research found **84% of DTC brands believe solving data deprecation is critical**, and the same percentage admits they are not equipped to manage the change.

Rather than panic, consider consumer privacy regulations as an opportunity to enhance your marketing mix with a new approach to data strategy and an investment in experiences outside of digital. Lean on your offline agency partners for education and guidance on how you can leverage alternative data sources to target your best prospects in a post-cookie world.



## Is your DTC brand ready for direct mail?

Now that we've shown you all the reasons you should be mailing, and how brands like yours are winning in the channel, you're probably wondering, **"Could my product or service work in the mail?"**

We will help you can answer that million-dollar question before spending a dime. Here are 6 signs that have made our DTC clients a good fit for direct mail.

### YOU COMPANY IS ALREADY INVESTING IN BRAND ADVERTISING

Direct response and brand advertising have long been the quarreling siblings of the marketing world. Forced to live under the same roof, the two continuously wrestle for the larger share of attention — and budget. But they do not have to.

**“ Direct response marketing helps people buy. Brand marketing helps people choose.**

*-Jason Falls, Founder of Social Media Explorer*

**”**

Think of TV and radio advertising kind of like air cover in a military strategy. It is a powerful display of strength, and certainly makes people notice you, but you can't advance on enemy territory without ground forces to do all the precise targeting. Your ground force is direct mail. It is incredibly common for marketers to use direct response and brand marketing strategies in tandem to build awareness, increase conversions, and propel brand growth.

## **YOUR PRODUCT/SERVICE HAS A STRONG VALUE PROPOSITION**

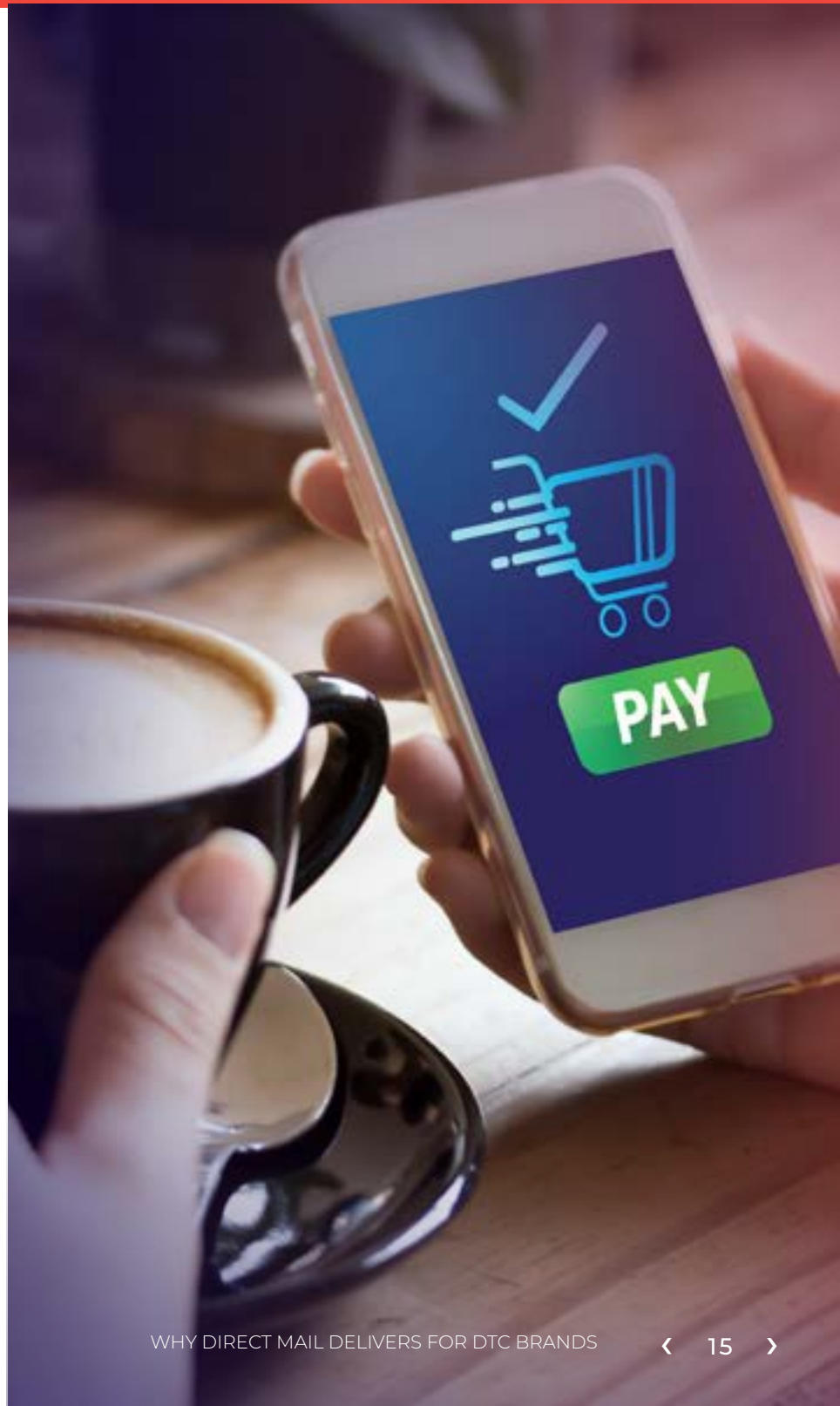
It is certainly important that your product can be easily purchased online, by phone, or via business reply mail, but the companies that perform best in the direct mail channel are the ones that know exactly who they are, and who they are not. A strong value proposition is the guiding light for your overall direct mail strategy, and makes it clear to prospects within seconds of opening your mail piece why your offer is different from the others, or why they should leave their existing brand for yours.

## **YOUR FIRST-PARTY DATA IS HEARTY**

To launch into the mail channel, you can **start by leveraging 5,000 of your current social media or digitally sourced customers.**

Before you can optimize and scale your direct mail campaign, you must understand everything there is to know about your existing customers. The consumer intelligence available in your first-party data is used by data scientists to identify and analyze endless trends in your customers' demographics, psychographics, purchase behavior, etc. The lookalike models built from these insights are then used to identify groves of similar consumers who are equally likely to buy your product or service — especially those who tend to respond to direct mail offers.

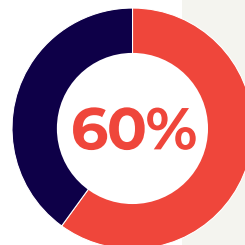
We understand why brands are hesitant to share their first-party data with an agency partner given consumer-privacy concerns. Before handing over your customer files to any third-party vendor, verify their data security protocols are SOC2 certified and HIPAA compliant to ensure appropriate usage.



## YOUR COMPETITORS ARE USING DIRECT MAIL

IAB research found that direct mail is used by **over 60% of DTC brands to reach new audiences and drive first time purchases.**

If your competitors are already in the mail channel, there is no reason direct mail can't work for your brand, too. You and your agency can analyze your competitors' targeting, creative, and testing trends, then leverage that intelligence in your own testing strategy to springboard your program to early success. The longer you wait to enter the channel, the longer your competitor will remain unopposed in a potential buyer's mailbox.



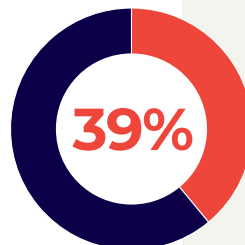
## YOUR COMPETITORS DO NOT USE DIRECT MAIL

The same IAB research referenced above found that **39% of the brands who are not currently using mail plan to do so in the future.**

Just because a competitor is not in the mail yet does not necessarily mean it will not be a profitable acquisition tool for you. In fact, it could be a golden opportunity for you to rule the mailbox and begin a one-to-one relationship with your prospective customers before any of your competitors do.

Rather than simply dismissing the channel due to unfamiliarity or fear, consider testing your way in or out. Your direct mail agency can work with you to affordably ease into the channel through a variety of acquisition, win-back, cross-sell, and up-sell strategies, and still be profitable.

We have worked with numerous clients who had tried mail before and were doing a lot of things right, but just needed a fresh set of eyes to find the optimization opportunities that can make all the difference.



## For example...

A leading DTC home services brand was looking to challenge its existing mail performance and asked FM Direct to participate in a head-to-head direct mail test against their current agency. The winning agency would either keep, or takeover, the brand's significant direct mail program.

Both agencies mailed the same volume. While the competitive agency relied on the existing control creative and data list, FM Direct designed three unique creative packages and five custom look-a-like models to challenge the controls. After two consecutive tests, **FM Direct's FACTORTEST** methodology and data-driven approach to direct mail outperformed the control strategy — twice. All three of FM Direct's creative tests beat the competitor's control by more than 15%, and 4/5 of FM Direct's custom lookalike models outperformed the control data.

Ultimately, **FM Direct's approach generated 54% more sales** than the competition and better positioned the DTC brand for continued growth.





## YOU'VE TRIED DIRECT MAIL BEFORE AND IT DIDN'T WORK

Generally, when this is the case, we find the brand was unknowingly placing one or more obstacles on performance. If any of the items on the list below sound familiar to you, you are not alone:

- ✓ **The initial test matrix** was not robust enough (did not contain enough lists, offers, or creative concepts) to find a combination that could justify a rollout.
- ✓ **The testing strategy** focused on creative concepts, rather than list and data sources.
- ✓ **The success of the initial test** was measured according to the performance of the entire testing effort, rather than the performance of the best-performing test cell.
- ✓ **The overall test design** wasn't optimized for indexing and predictive analytics.
- ✓ **The models that were built** (if any) using your brand's existing database were not complex enough — especially if the highest-revenue customers were not appropriately prioritized.
- ✓ **The merge-purge and other data-hygiene processes** did not remove all duplicate/non-deliverable addresses.
- ✓ **There were holes in the digital integration strategy** or offline-to-online data matching.
- ✓ **The creative package was not optimized**, or the design team did not have a complete understanding of the differences between brand creative and direct response creative.



# Our top 4 direct mail tips for DTC brands

If any of those six topics resonate with you, there is a good chance direct mail could be the key that unlocks the explosive growth your DTC brand is looking for. Here are our top four direct mail tips to help you launch a successful campaign!

## 1 NEVER STOP TESTING

As with any marketing program, a strategic testing approach is critical to establishing an optimized direct mail campaign. The brands who have set themselves up to scale quickly are the ones that test broadly (multiple list sources, offers, and creative concepts) in the initial test matrix — and test regularly.

The two most common direct mail testing designs are A/B and multivariate. Although an affordable testing option, A/B can be a timely approach to determining the best performing combination of list, offer, and creative. We find this testing strategy works best for mature campaigns where the current performance is acceptable. On the contrary, multivariate testing allows you to test multiple components of your program at a time. This approach is especially great for new mailers, but it does come with a lofty price tag to execute it thoroughly.

Recognizing a gap in these two approaches, FM Direct created a proprietary testing strategy aimed to deliver multivariate test results but at a fraction of the cost. FM Direct's FACTORTEST leverages indexing, allowing direct marketers to identify the variables that have the greatest relative impact on campaign performance to accurately identify a control combination — whether or not that particular combination was actually tested. This strategy is attractive to brands who are new to the channel, and to those who are looking to improve the performance of existing programs (even if they have more modest budgets).

## FACTORTEST: Smarter testing, faster growth

### FACTORTEST

You need results, and you need them fast. The problem with traditional testing methods is they're too expensive and/or too slow.



Visit [our website](#) to learn more about **FACTORTEST's** unique ability to lower your cost per acquisition (or launch into the direct mail channel) **faster than any other testing method** in the direct marketing industry.

## Our top 4 direct mail tips for DTC brands, continued

The end goal of any direct mail test is knowledge, not profit. Regardless of the outcome, there are no wasted results. You will learn what works and what does not — and you should never have to spend precious budget to test non-performing data sets or combinations again. Committing to a regular testing schedule will keep your campaign fresh, and performance from stalling.

### 2 LEVERAGE YOUR CREATIVE PACKAGE

The human brain processes images 60,000 times faster than it does text. **Celtra research found more than 60% of consumers say brand trust, loyalty, and overall experience is directly influenced by an ad's design.** Use your direct mail creative package to construct a memorable and influential brand experience that propels your program performance.

Alignment between your brand story and your target audience's wants and needs is critical to forming brand affinity in a competitive marketplace. Take advantage of customer feedback, surveys, and social media conversations to gain insight into your audience's mindset to ensure your copy, tone, and graphics are reflective and relevant. Consistent logo usage and calming color palettes are also proven to have a positive influence on brand recognition. And do not forget the social proof! Real customer experiences will always be viewed as more authentic and sincere by consumers.





## Our top 4 direct mail tips for DTC brands, continued

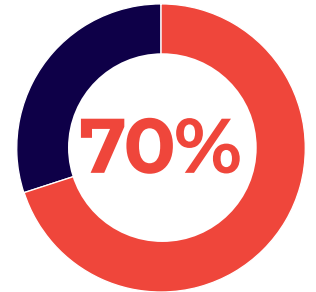
One of the strongest cases for direct mail's effectiveness is the fact that it is a tangible form of advertising. **Neuroscience studies confirm that physical touch has an influential role in consumer decision-making and purchase behaviors.** Therefore, encourage your prospects to interact with your piece longer by including elements that heighten their senses. High-quality paper stocks, engaging textures or coatings, interactive pulls and tears, and even scents can all stimulate consumer response.

**3**

### MAXIMIZE YOUR EXISTING RELATIONSHIPS

**You are 70% more likely to sell to an existing customer than to a new one. We like those odds, and you should too.**

DTC brands thrive on personalized experiences and strong customer relationships. Your CRM is full of leads who are already leaning in, so why not use your direct mail program to maximize those relationships with a compelling and personalized incentive. Your direct mail agency can help you segment your audience by variables such as LTV, website activity, social media interactions, email engagements, purchase history, app downloads, and online intent to add personal value and relevancy to your messaging — even if you only have a phone number or email address on file.





## Nurture those precious contacts further down the pipeline with simple yet effective direct mail strategies:



**Winback:** Who doesn't want to hear, "We miss you!" Reengage former customers with a personalized mail piece. Share testimonials from your newest products or services, or offer up a limited time promo code to promote immediate response.



**Upsell:** Does your product require regular renewals, use a subscription model, offer membership upgrades, or feature introductory rates? Use direct mail to present discounts or reduced fees for early or annual commitment, additional service add-ons, and more.



**Cross sell:** Keep your customers coming back for more by encouraging complementary or similar product purchases. Trigger your mailing by recent purchase, during customer onboarding, or right after they submit a favorable product review.



**Pixel to postal:** Your online window-shoppers have already shown interest in your brand, so give them an extra nudge to convert with a direct mail piece. By turning your anonymous web traffic into postal address leads, you can send a physical promotion right to their mailbox.



**Client appreciation:** Over 60% of consumers agree receiving rewards from a brand influences brand loyalty and return purchases. Tell your clients you appreciate them with a personalized thank you, a seasonal greeting, or a free gift just for them.



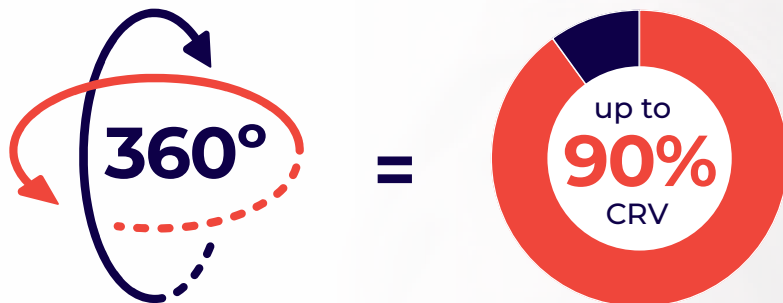
**Geofencing:** Geofencing makes it easy to market to anyone who walks into your store — or better yet, anyone who walks into your competitor's store. When a smart device enters a selected location, you can turn that anonymous foot traffic into a postal address and target them with a special offer.

## 4 ALWAYS ENCOURAGE DIGITAL INTERACTIONS

Your audience operates in a multi-channel environment, so it makes sense for your direct mail campaigns to follow suit. Direct mail's versatility, accuracy and influence is especially valuable when integrated with your digital marketing programs.

Enhance the print experience by encouraging your prospects to use their devices to interact with your mail piece and convert. The use of QR codes on mailers is not a new practice, but it has grown significantly in recent months. By simply scanning a code, your audience can research, review, and even convert right from their phone. QR codes can lead recipients to app downloads, videos, PURLs and promotions, live chats, your social channels, and more.

And what kind of marketers would we be if we didn't acknowledge the power that augmented reality (AR) is bringing to the e-commerce experience? **Brands who have adopted AR technology into their marketing strategy are enjoying a conversion rate increase of up to 90%.** You can add AR elements to your direct mail packages to create a 3D environment for product sampling, provide a 360°-view of a product line, or even offer a vehicle test drive. This virtual, yet physical experience heightens consumer brand trust and purchase confidence, increasing your conversion rate and campaign success.



## Let's get started

At Franklin Madison Direct, we deliver turnkey direct response strategies using our proprietary targeting, testing, and reporting methods to ensure our clients have everything they need to produce a performing direct mail program. In addition to the case studies analyzed in this e-book, you can learn more about how we have used data-driven direct mail to propel the growth of hundreds of brands on our website: [franklinmadisondirect.com/success-stories](https://franklinmadisondirect.com/success-stories).

If you're ready to grow, we're ready to show you what your brand is capable of.



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