



# DIRECT MAIL MARKETING

## Make it personal and capture attention

Direct mail is one of the most powerful communication strategies available to marketers, boasting a proven track record of generating a higher return on your investment. Our team of experts can put your data to work for you and increase response rates with our powerful segmentation and modeling tools that increase message relevance and improve performance.

With 1Vision, personalizing your print piece doesn't have to be expensive or challenging. Variable data print technology allows businesses to greet their customers by name using customized text and images, captivating attention and compelling response with content relevant to each unique recipient.

Personalized one-to-one direct mail can be measured and customized across a wide range of projects, including postcards, letters, brochures, benefit kits, non-profit fund raising, annual reports, dimensional direct mail and loyalty programs.

- > Direct Mail Strategy
- > List Acquisition
- > Modeling, Segmentation & Variable Testing
- > Address Standardization
- > List Processing
- > Deduping, Presort, NCOA & CASS
- > Variable Data Print
- > Inkjetting, Inserting & Finishing
- > Intelligent Inserting
- > Campaign Tracking
- > Mail Anywhere & In-Plant USPS Loading
- > Graphic Design
- > Microsites, Personal URL's & QR Codes



"THE TANGIBLE ASPECT OF DIRECT MAIL LEAVES A DEEPER IMPRESSION IN THE CONSUMER'S MIND."

– Using Neuroscience to Understand the Role of Direct Mail,  
Millward Brown and Bangor University

# Total Daily Volume: 16.5 Million Pieces Per Day