



Modern Postcard's  
**CORPORATE  
SOLUTIONS  
GROUP**

Your single source for large scale customer acquisition  
and retention direct mail marketing programs

Campaign Planning ..... 2  
List and Data Services ..... 4  
Creative and Integrated Marketing..... 6  
Print Capabilities and Products..... 8  
Mailing Services ..... 10  
Variable Data Printing ..... 11  
Testing and Tracking..... 12  
Client Success Stories ..... 14  
Industry Statistics..... 16

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

# PLANNING YOUR CAMPAIGN

Modern is your partner in crafting powerful direct marketing strategies.



## CAMPAIGN MANAGEMENT

Direct mail is a multifaceted marketing tactic, but its revenue-generating benefits far outweigh any complexities during the planning phase. While many vendors only handle a portion of the direct mail process and rely on third-party assistance, Modern Postcard manages all the key elements in house and skillfully guides clients from planning, to launch, to post-campaign analysis. When you choose Modern, you're also choosing first-rate, personalized service and smart marketing solutions tailored to your business.

### List and Data Services

Our list and data professionals can help you understand the unique demographics of your top customers and uncover similar prospects who are more likely to make a purchase. Work with Modern to ensure your company's data is accurate, clean and set up for success.

### Integrated Marketing

Take your marketing to the next level by layering in digital tactics with your direct mail plans. The experts at Modern can help with email services, banner ads, mobile solutions and more that correspond with the design, messaging and timing of your direct mail campaign. These digital add-ons can even be matched to the IP addresses of your postal recipients for targeted, multi-touch marketing.

Get plan-ahead advice and FREE downloads:

[modernpostcard.com/direct-mail-planning](http://modernpostcard.com/direct-mail-planning)

### What You Can Expect

**According to the Direct Marketing Association, direct mail typically shows a \$12 return for every \$1 spent.**

To put response rates in perspective, direct mail response is about 30% higher than the average email marketing response of 0.12%. If an email campaign is launched to 10,000 prospects, it could yield up to 12 responses (meaning, out of all the people who opened the email, 12 took action). If a direct marketing campaign is mailed to 10,000 prospects, it could yield up to 300 responses or more. When it comes to driving new business, which number of potential responses is more attractive?

While the numbers for direct mail are proven, it's just as important to have the right company guiding you through the entire campaign development process. Your list quality, customer data, artwork, special offers and mailing methods play a critical role in reaping the best response rates and ROI possible.

#### MODERN'S HELPFUL ONLINE RESOURCES

[modernpostcard.com/direct-mail-planning](http://modernpostcard.com/direct-mail-planning)



Download our free **Direct Mail Profitability Tool** to estimate the ROI of your direct mail campaign.



Need advice for creating artwork that inspires action? Get our online guide, **10 Essentials for Good Postcard Design**.



Download the **6 Elements of Successful Direct Mail** ebook to get your plans off to a great start.

Contact the experts at Modern today.

**800.406.1705** | [modernpostcard.com](http://modernpostcard.com)



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

## DIRECT MAIL CAMPAIGN CHECKLIST

Get a better outcome when you think strategically and plan ahead. Review the steps and questions below to help define the purpose and positioning of your direct mail campaign. From there, your campaign messaging, images, list and offer will all fall into place, and will align with your brand and sales goals.

Discover new prospects just like your best customers with a FREE Customer Profile Report: [modernpostcard.com/report](http://modernpostcard.com/report)

<p><b>1. Set Your Goal</b></p> <p>Whether you have a brick-and-mortar store or online business, set your campaign objective. Do you want to generate new sales leads or appointments, boost call volume or orders, inspire customers to join your cause or event? Defining the action of your campaign is first priority.</p>	<p><b>2. Know Your Budget</b></p> <p>What do you want to invest? This should account for creative services, printing, mailing lists, postage and any other expenses. If you're renting a mailing list, it will help determine how many new prospects are available to reach, depending on your budget.</p>	<p><b>3. Determine Your Audience</b></p> <p>Do you want to promote to a house list or acquire new leads? Modern can run a free Customer Profile Report to discover who your best customers are and uncover more just like them. You can also mail to both your house list and a rented list to cover all of your bases.</p>
<p><b>4. Create Your Offer</b></p> <p>Offers should incentivize your audience to get in touch with you, make a purchase, or take the next step. Try giving prospects a free item, great percentage off, complimentary consultation, or other attention-grabbing deals. A good offer should motivate customers to respond immediately, helping boost response.</p>	<p><b>5. Define Your Call to Action</b></p> <p>How will you ask customers to take action? Your call to action (CTA) should boldly inspire customers to call today, visit a special landing page, sign up online, bring an offer in to your store, etc. When it comes to offers, be sure to keep redemption simple. The easier it is for prospects to act on your offer, the more likely they are to respond.</p>	<p><b>6. Craft Your Creative</b></p> <p>How will your mail piece capture the attention of your audience? Think about the key attributes of the customer you're targeting. Write content and choose imagery based on their demographics. Include what makes your business stand out from the competition, plus benefits and features. Don't forget to include your CTA and contact info!</p>
<p><b>7. Track Your Performance</b></p> <p>Many clients choose to test creative, content and more via A/B testing to see what garners the best response. Staying on top of your campaign stats provides you with a plethora of knowledge, so you can adjust and improve as you become a direct marketing pro.</p>		



### Keep Calm and Market On

Whether you're a seasoned marketing strategist or new to planning campaigns, rest assured. Modern Postcard is a trusted, full-service direct marketing provider that is ready to guide your business every step of the way.

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

# LIST AND DATA SERVICES

Discover your best customers and make them multiply.



## TARGETED MAILING LISTS

Did you know that 40% of your direct mail campaign's success depends on your mailing list? Modern Postcard helps you save by bundling over a dozen demographic elements into one simple price, unlike traditional data providers that charge for every list selection. Count on the experts at Modern to get your marketing offers in the hands of best-match prospects.

Ask about FREE list consultations and learn more:  
[modernpostcard.com/mailling-lists](https://modernpostcard.com/mailling-lists)

### Consumer Lists

With access to the most comprehensive Consumer Lists on the market, Modern helps you target millions of individuals by over 1,000 selects, including:

- ✔ Base demographics – age, gender, income, presence of children, home value
- ✔ Product ownership – electronics, vehicles, investments, special collections
- ✔ Lifestyle and interests – travel, culinary, purchasing behavior, hobbies, sports

*Tip: Sourced Consumer Lists are updated regularly and guarantee a high rate of deliverability.*

### Business Lists

Featuring key data from millions of small-to-large companies nationwide, Modern's Business Lists enable you to target prospects by a multitude of qualifiers, such as:

- ✔ Basic firmographics – type of business (SIC or NAICS), annual sales volume, number of employees
- ✔ Premium information – building ownership, square feet of building, years in business, ethnic ownership

*Tip: Zero in on small businesses with access to cottage industry and home-based business files.*

### Occupant Lists

When products and services have mass appeal and the goal is to reach everyone within a highly-localized area, Occupant or Saturation Lists are the smart choice.

- ✔ Saturate a local market or ZIP Code, whether residential or business
- ✔ Get the most out of your data spend with the lowest cost per record

*Tip: Save even more! Occupant Lists often qualify for the lowest postage rates available.*

### Specialty Lists

Niche products and services often require specific lists to market effectively. With over 60,000 Specialty Lists available, target nearly anyone, including:

- ✔ Donors by charity type, political preference, environmental cause
- ✔ Magazine subscribers, credit card holders, licensed professionals
- ✔ Tradeshaw attendees, association members, college students
- ✔ Homeowners, newlyweds, expecting parents, pet owners

*Endless data, better results. The demographic examples mentioned in this document are a small sampling. Modern's team will help you select from thousands of data points to get your brand in front of an ideal audience, more likely to respond and purchase.*

### Market to New Movers and Homeowners

On average, consumers spend more than \$9,000 on purchases within the first few months following a move.\* Combine Modern's Specialty Lists with personalized direct marketing to welcome relocated prospects and turn them into life-long customers.

- Target new residents by move-in date, specific income, home values and more
- Welcome new neighbors with a direct mail campaign featuring discounted products and services

\*Avrick Direct

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](https://modernpostcard.com)**



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

## ADVANCED DATA SOLUTIONS

Don't let poor, outdated data become a missed revenue opportunity. Modern focuses on driving the highest ROI for all your direct marketing programs by blending innovative data modeling techniques with insider know-how. Your ideal customers are waiting to be analyzed and uncovered by our team of data specialists.

Request your FREE Customer Profile Report:

[modernpostcard.com/report](http://modernpostcard.com/report)

\$499 Value!



### Data Append

The **Modern Enhancement Program** adds highly-detailed geographic and demographic data to your existing consumer or business list. This service enables you to create smarter, more relevant campaigns that can achieve higher response rates. Based on an address, email or phone number, we can append over 1,000 types of useful details, such as:

#### CONSUMERS

- ✓ Age, gender, marital status, income
- ✓ Product ownership, hobbies, food and travel preferences
- ✓ Homeownership, home value, length of residence

#### BUSINESSES

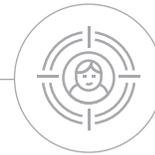
- ✓ SIC Code and description
- ✓ Employee size, annual sales volume
- ✓ Top contact name, title and gender
- ✓ Telephone and email data



### Predictive Modeling

**Modern Analytics** identifies prospects that look like your best customers for a fraction of the typical cost. With this service, uncover best-match consumers more likely to purchase from your business, helping to increase response rates, order averages and ROI. Modern's data experts will:

- ✓ Analyze your customer list to find common demographic and geographic attributes
- ✓ Provide a snapshot of what your best customers look like
- ✓ Build a prospect model using predominant customer characteristics
- ✓ Generate a list of prospects resembling your top customers who are likely to buy



### Customer Profiling

**Modern's Customer Profile Report** matches your house file against a broad database of U.S. consumer or business data to create a customized market penetration analysis.

The process provides up to 28 consumer and 16 business demographic overlays, revealing more information about your customers.

- ✓ Reduce marketing costs and improve campaign performance
- ✓ Focus on your most profitable customers

### IP Address Matching

Match postal addresses with IP addresses to create effective, multi-touch campaigns that seamlessly blend digital and direct marketing efforts. You can launch digital display ads to direct mail recipients, or even send a direct mail campaign to anonymous website visitors by matching their IP address to a mailing address.

- ✓ Gain access to thousands of new leads interested in your business
- ✓ Increase response through multi-channel marketing campaigns



Contact the experts at Modern today.

800.406.1705 | [modernpostcard.com](http://modernpostcard.com)

# CREATIVE AND INTEGRATED MARKETING

Turn your vision into reality with the help of talented marketers and designers.



## CREATIVE SERVICES

Direct mail strategy is simple: you want your marketing offers to be saved and redeemed, not dismissed and thrown in the recycling bin. With mere seconds to capture the attention of your audience, great design is a key factor in earning superior response rates. That's why Modern Postcard offers different levels of Creative Services to best fit your needs and budget, and help your business get better results.

Find design inspiration and FREE templates:  
[modernpostcard.com/gallery](https://modernpostcard.com/gallery)



**FIND YOUR MATCH. CALL FOR DETAILS AND PRICING.**

### Production Services

Our graphic artists take your complete design concept, detailed instructions and marketing assets to produce a digital file, ready for print.

### Layout Services

With your provided content, marketing assets and optional design direction, our graphic artists build a superior layout using best direct mail design practices.

### Marketing Services

Our marketing and design experts develop the strategy, content and design to create a custom marketing piece or direct mail campaign for your business.

### Image Retouching

Modern's Digital Imaging Services use state-of-the-art equipment and software to improve your images and ensure high-quality reproduction. From basic image cleanup to complex image retouching, keep your marketing looking sharp thanks to our team of skilled photo perfectionists.

### DIY Design Gallery

Not sure where to start? Get inspiration or find a style that catches your eye by viewing our online design gallery. Download free, unlimited InDesign templates for DIY design or choose one for our team to complete.

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](https://modernpostcard.com)**

**modern**  
postcard



PLAN



LIST



CREATE



PRINT



MAIL



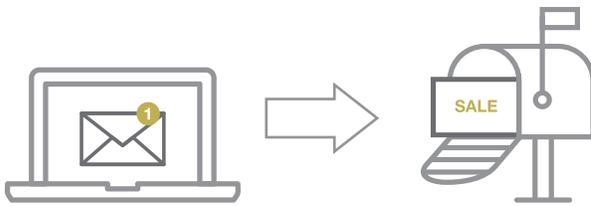
TRACK

## INTEGRATED MARKETING

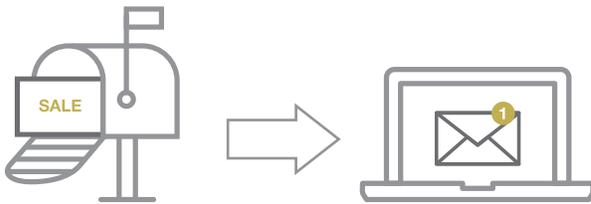
Modern's Creative Services go beyond print and can blend nicely with your online efforts. Not only can you get your marketing offers directly in the hands of consumers, you can get concurrent offers delivered to their emails, smartphones and more! Consistently target your prospects across multiple mediums with Modern's digital marketing solutions.

- ✓ Mix cross-channel marketing seamlessly by uniting direct mail with online media at scale
- ✓ Utilize email, targeted online display, IP matching, short codes, QR codes and more to improve ROI
- ✓ Include data-driven VDP and PURLs in your direct mail to increase relevance and response

### EMAIL SERVICES



Send an email before your direct mail campaign launches to give a sneak peek of special offers and get your brand in front of prospects.



Send an email after your direct mail campaign lands to create urgency and remind consumers about limited-time offers, upcoming events and more.

Learn more about email marketing:  
[modernpostcard.com/email](http://modernpostcard.com/email)



### Ready, Set, Launch!

Do you need email creative services and custom lists? Or do you have design covered and simply need the right prospect list? Wherever you are in the process, our experts are here to help you launch a professional, 100% CAN SPAM compliant campaign. We can even design and deploy an email campaign that complements your direct mail program for extra lift.

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

# PRINT SERVICES

High-performance technology meets true craftsmanship.



## QUALITY-CRAFTED PRINT SOLUTIONS

While print technology and machinery have evolved with time, it still takes the utmost care and a well-trained eye to produce impeccable work. At Modern Postcard, that high level of detail comes from our experienced team of print craftspeople. When you mix passion with industry-leading equipment, you get unforgettable quality. We're proud to deliver superior paper products, eco-friendly options, custom finishing solutions, vibrant color and precise care for every order that leaves our state-of-the-art facility in California.

View our collection of formats and sizes:  
[modernpostcard.com/products](http://modernpostcard.com/products)



### Offset Printing

With offset technology, ink is not transferred directly onto paper. First, metal plates are inked and used to transfer content onto rubber blankets. Then, the blankets transfer content directly onto large paper sheets, producing the final printed materials.



### Digital Printing

With digital technology, computer programs connect with machinery (like laser printers) to transfer toner or liquid ink onto paper sheets. When your marketing requires unique content or offer codes per recipient, Variable Data Printing is the perfect, digital-only solution.

## Equipment and Machinery

### PREPRESS

- Prinergy
- Magnus 800 with Square Spot Technology
- Trendsetter with Square Spot Technology
- Kodak NE 50 Processor
- Kodak NE 34 Processor

### OFFSET

- Komori 40" Lithrone-6 Color Perfector
- Komori 40" Lithrone-8 Color Super Perfector

### DIGITAL

- HP Indigo 7500
- XMPiE PersonalEffect Server Solution
- iJet Digital Envelope Press
- HP SmartStream Production Pro Print Server
- Harris & Bruno ZR25 ExcelCoat

## Paper Varieties

Modern offers a variety of paper options including environmentally-friendly SFI®, FSC® and PEFC® certified stocks. Our 14pt premium card stock is designed to withstand the rigors of mailing, so your marketing piece is more likely to arrive in great shape and inspire prospects to take action. Learn more about our core paper offerings below.

### 14PT PREMIUM CARD STOCK

- PEFC Certified, ultra heavy-duty stock
- Highly resilient in the mail stream
- Extremely smooth surface for optimal ink adhesion and beautiful reproduction

### 14PT RECYCLED CARD STOCK

- PEFC Certified, premium fine-grade paper
- Recycled, 50% post-consumer waste (PCW)

### 100LB PREMIUM TEXT

- FSC Certified, premium text paper
- Ideal for booklets, flyers and catalogs

*Tip: Other custom options and paper weights are available upon request.*

Contact the experts at Modern today.

**800.406.1705** | [modernpostcard.com](http://modernpostcard.com)



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

## YOUR ONE SOURCE FOR STAND-OUT PRINT PRODUCTS

The struggle of dealing with multiple vendors to produce marketing collateral and direct mail campaigns is over. Modern Postcard supports your print and direct marketing efforts from beginning to end. With standard products like postcards, booklets and business cards, plus promotional items like banners, loyalty cards and door hangers, it's easy to get your projects completed on time and on budget from the industry's most reliable, one-stop source.

View our collection of formats and sizes:  
[modernpostcard.com/products](http://modernpostcard.com/products)

### Design and Scanning

Our in-house graphic artists and color experts ensure your print promotions look stunning with ultramodern design and imaging technologies.

- Adobe Creative Suite® (*InDesign/Illustrator/Photoshop*)
- Adobe Acrobat Professional®
- NEC MultiSync Color Monitor
- Heidelberg S3400 Drum Scanner
- Heidelberg Tango Drum Scanners
- Heidelberg Nexscan F4100

### Custom Solutions and Finishing Services

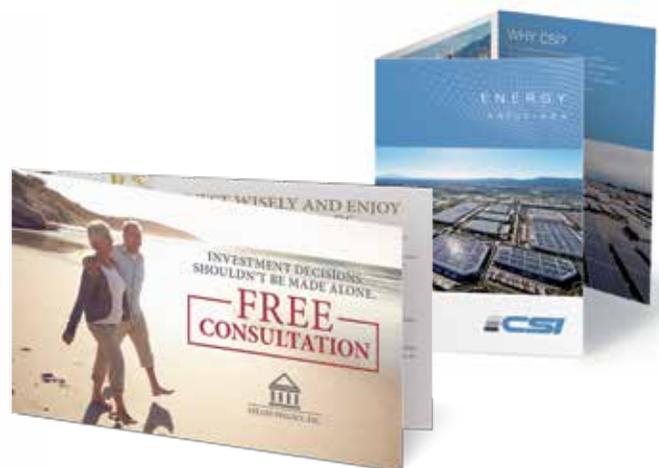
Sometimes, a marketing campaign requires extra-special elements to get instant attention for your brand and break out from the competition. Whether your campaign requires custom shapes, intriguing folds or a mesmerizing touch of glitter coating, Modern understands how to make virtually any custom-tailored print concept come to life.

- Die-Cut Shapes
- Unique Folds
- Custom Trim
- Rounded Corners
- Perforation
- Hole Drilling
- Gloss and Matte Finishes
- Specialty Coatings
- Lamination
- Scratch-Offs
- Embossing
- Tabs
- Tip-Ins
- More options, just ask!

*Tip: Modern includes free matte or gloss Aqueous Coating on every order. It's a water-based, 100% recyclable paper coating that provides protection, improves durability and gives printed pieces a finished, professional look.*

### Equipment and Machinery

- KirkRudy 545 Tabber
- Secap Printstream II Tabber
- MBO B21-C Continuous Feed Folder
- Rollem Rollaway Right Angle Scorer
- Horizon SPF 200 Booklet Maker
- Preferred Packaging Shrink Wrap
- Converge 900 Tip-in System
- Rosco Paper Drill
- Rollem TR Scoring Table and Stahl 20Folder
- Kepes Plow Folder with Inline Robatech Gluing
- 1 Polar 115 Autotrim 45" Cutter
- 1 Polar 115 XP Autotrim 45" Cutter



Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

**modern**  
postcard

# DIRECT MAIL SERVICES

Elevate your campaigns with smart postal solutions and personalized content.



## MAILING SERVICES

Getting your direct mail campaign into the hands of key prospects can be complicated and costly due to one-size-fits-all postage strategies, often provided by third-party vendors. When you mail with Modern, you get in-house experts who partner with the USPS® to uncover the lowest-rate and quickest mailing solutions on the market.

Learn more about Modern's on-site mailing services:  
[modernpostcard.com/mailing-services](https://modernpostcard.com/mailing-services)

### Get Postal Discounts

Give us your preferred delivery date and we'll get right to work, sourcing the lowest postage rates available that meet your campaign's unique needs.

### Enjoy Faster Delivery

We presort and barcode each mail piece and use on-site USPS verification. The end result? Your campaign hits the mailstream faster with improved deliverability.

### Look Professional

Our state-of-the-art inkjet addressing gives your direct mail piece a clean, proficient look that can't be achieved with handwriting or labels.

*Tip: Whether you are mailing a small local campaign or large national program, we'll analyze your mailing list to identify maximum efficiencies and savings.*

### Services Include:

- ✓ Processing for a single mailing list file
- ✓ CASS/DPV certification to standardize addresses and add ZIP+4
- ✓ Presorting and USPS documentation for maximum postal discounts
- ✓ Postal Analytics for additional postage savings
- ✓ Inkjet setup and addressing
- ✓ NCOA-48 move update processing
- ✓ On-site USPS verification and delivery into the mailstream

### Inkjet and Mailing Equipment

- ✓ 3 MCS Eagle UV Curable Inkjet System with 4.25" print width
- ✓ 1 MCS Eagle UV Curable Inkjet System with 8.5" print width
- ✓ 1 Video Jet PrintMail Wide Array Inkjet System with 6" print width
- ✓ FlowMaster Intelligent Inserter

*Tip: Modern also offers tracking, manual list cleansing, direct mail fulfillment and other mailing services. Even if your project seems complex, we'll work hard to find the right solution. Additional fees may apply.*

## EVERY DOOR DIRECT MAIL® VS. TARGETED MAIL

If your products or services appeal to the masses, Every Door Direct Mail (EDDM) is a great, low-cost option to get your direct mail campaign spread throughout an entire neighborhood. If your products or services apply to a distinct audience, targeted mail gets your direct mail campaign delivered to specific addresses within a desired location.

 <p><b>EDDM</b></p> <ul style="list-style-type: none"><li>✓ Save with low postage rates</li><li>✓ No list purchase required</li><li>✓ 7-14 days to deliver</li><li>✓ Specific card sizes only</li><li>✓ Goes to carrier routes with specific ZIP Codes</li></ul>	 <p><b>Targeted Mail</b></p> <ul style="list-style-type: none"><li>✓ Variety of postage options</li><li>✓ No waste, target your audience</li><li>✓ As fast as 3 days to deliver</li><li>✓ Variety of card sizes</li><li>✓ Goes to any mailable address</li></ul>
---	---

Contact the experts at Modern today.

800.406.1705 | [modernpostcard.com](https://modernpostcard.com)



PLAN



LIST



CREATE



PRINT



MAIL

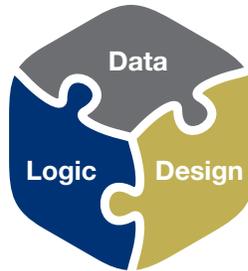


TRACK

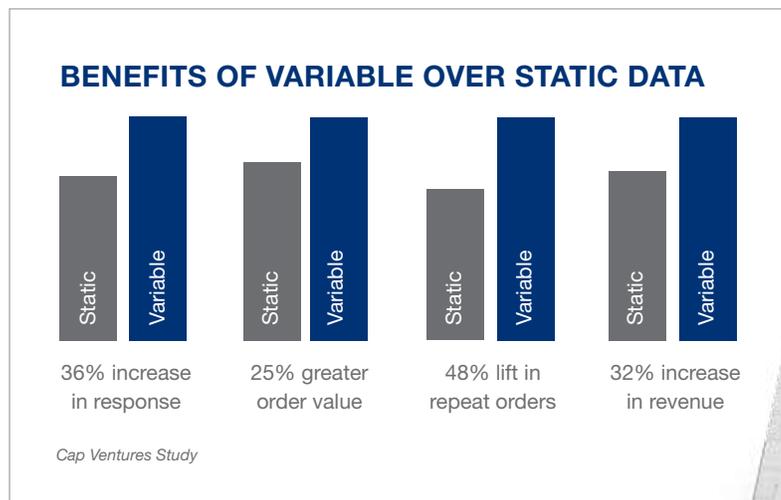
## VARIABLE DATA PRINTING

Did you know the typical person has a potential daily exposure to around 600 ads in any form? Don't get lost in the mix. When it's time for a unique marketing approach that sparks interest, Variable Data Printing (VDP) can help your business increase relevance and response through the power of personalized direct mail.

*\*Media Matters Study*



Learn more about Variable Data Printing:  
[modernpostcard.com/VDP](http://modernpostcard.com/VDP)



## HOW IT WORKS

### Automated

VDP is an automated direct mail process that makes every marketing piece look exclusively designed and printed for each recipient. Make big impressions by speaking to customers and prospects individually, based upon personally-relevant data, like:

- ✓ Gender and age
- ✓ Home or business location
- ✓ Education and occupation
- ✓ Lifestyle and interests

### Customized

Mix and match messaging and design elements to make your direct mail campaign more significant to each recipient. The possibilities are endless, but start by personalizing some of these creative components in your next mail piece:

- ✓ Recipient and/or business name
- ✓ Graphics, images and design
- ✓ Messaging, offers and calls to action
- ✓ Testimonials, graphs and charts

### Influential

With studies showing a 36% increase in response and 48% lift in repeat orders, VDP can be a game changer for your business. Our experts will guide you through the process and identify personalized direct marketing programs for:

- ✓ Birthdays and anniversaries
- ✓ Rewards and incentives
- ✓ Customer loyalty
- ✓ Seasonal promotions

*Tip: If you don't have detailed data in your existing customer list, ask about our Modern Enhancement Program. Starting with your current customer information, our list and data experts can add a wealth of granular, demographic details you can use to increase response rates in future campaigns.*

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

**modern**  
postcard

# TRACKING YOUR CAMPAIGN

Modern's take on the best direct mail tracking practices for continual improvement.



## MEASURING PERFORMANCE

Direct mail marketing is measured by delivery, response and ultimately, conversion. That's why continually monitoring your campaigns and testing new variations is essential to learning, improving and achieving your business goals. You don't have to go it alone. The team at Modern Postcard will guide you through direct mail best practices while you test, track and understand results to improve ROI.

Get the Direct Mail Profitability Tool:

[modernpostcard.com/tracking](https://modernpostcard.com/tracking)

## Tactics for Tracking Response

There are many methods for tracking responses to your direct mail campaign – be it foolproof or creative, online or offline. Get ideas by reading through a collection of examples below:

Include a physical coupon or online offer code and count how many are redeemed in-store or online.	Set up unique toll-free phone numbers for each campaign to measure call-in response.	Add Business Reply Mail (BRM) to track responses with ease while gathering customer information.
Drive website traffic to a unique landing page, then monitor response using online analytic tools.	Use a specific hashtag related to your campaign, then track related comments on your social platforms.	Ask recipients to share a photo or mention your company on social media, then track related posts.
Include your website address on a promotion and measure visits before, during and after launch.	Create a match-back report by cross-referencing responses against your mailing list.	Include relevant social media icons and ask prospects to follow you, then keep track of new likes or follows.

## A/B Testing

One of the best direct marketing practices is to experiment with slight variations of creative and messaging on two or more direct mail designs per campaign. This process, known as A/B testing, provides a plethora of knowledge and helps identify what elements grab attention and cultivate better results. Here are a few of the most commonly-tested components:

Offer amounts	Bullet points vs. paragraphs	Paper coatings and finishes
Expiration dates	Calls to action	Print formats
Codes vs. coupons	Timing and frequency	Color variations
Headlines and writing tone	Personalization	Graphics vs. photography

*Tip: Unless you have strong analytical skills, it's best to test one or two elements at a time, so you can clearly identify which element delivered the better results. Testing too many variations at the same time may leave you wondering which element impacted results.*

## Campaign Timing

Direct marketing is also about frequency, which is why follow-up mailers (or a multi-part campaign) will keep your business directly in front of customers and prospects. Consider your typical sales cycle, market trends, your available marketing budget and your customers' purchasing histories to determine the best time to launch another campaign. Track the differences until you find your sweet spot. And of course, the team at Modern can help with all of the above.

Contact the experts at Modern today.

800.406.1705 | [modernpostcard.com](https://modernpostcard.com)



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

Get the Direct Mail Profitability Tool:

[modernpostcard.com/tracking](http://modernpostcard.com/tracking)

## TRACKING REPORTS

### Mail Tracking Report

In partnership with the USPS®, Modern Postcard can track the progress and delivery of your direct mail campaign upon request. Businesses that utilize this service get access to an online portal to review their Mail Tracking Report. The report provides basic USPS® scans that indicate when mail pieces enter the mail stream, move through it, and reach their final destination. These status reports allow marketers to watch their mailing's movement closely and time any follow-up marketing more precisely.

### ACS with ESR Tracking

Modern's list processing team removes any known undeliverable records as a default service. However, when addresses are vacated, businesses close or people move without completing an official USPS Change of Address form, these records remain inaccurate and can cause unnecessary spending during the mailing phase of a campaign.

Available by request, ACS with ESR is a reporting service that tracks undeliverable records from a direct mail campaign and compiles the data into an electronic file. Businesses that choose this service are able to eliminate some manual entry when updating their mailing list. Or, they can use the data as a suppression list for future mailings. However implemented, it can help save money.

### Direct Mail Profitability Tool

Modern offers a free and convenient Direct Mail Profitability Tool that calculates how much profit your business gained – or can anticipate to gain – based on key campaign and sales objectives. Direct marketing campaigns that generate positive revenue are always worth repeating, which is why this calculator comes in handy for tracking outcomes and planning future campaigns. Not sure how to start? Let one of our experts walk you through how it works.

### BRM Tracking

Business Reply Mail (BRM) is an excellent option for gathering a wide variety of information, from customer response cards to subscriptions and donations. Upon request, Modern can apply a barcode to the mailing that tracks the number of BRMs being returned to the sending business, organization or non-profit.

Businesses that opt for this service are able to anticipate and prepare for the arrival of responses associated with their campaign. To get even more precise, unique barcodes can be applied to each mail piece, so it's easy to identify who is responding and when responses hit the mail stream. BRM tracking also helps eliminate some manual entry and acts as a cross-checking mechanism to make sure expected replies are in fact received.

## How Tracking Helps Planning

After launching, testing and tracking your direct mail campaign, your business will have the advantage of knowing what components made an impression on your target audience versus those that missed the mark. From there, take the time to fully understand your findings, make any necessary strategic adjustments, and apply your newfound knowledge to the planning phase of your next campaign.

### MODERN'S HELPFUL ONLINE RESOURCES

[modernpostcard.com/direct-mail-planning](http://modernpostcard.com/direct-mail-planning)



Need advice for creating artwork that inspires action? Get our online guide, **10 Essentials for Good Postcard Design**.



Download the **6 Elements of Successful Direct Mail** ebook to get your plans off to a great start.

Contact the experts at Modern today.

**800.406.1705** | [modernpostcard.com](http://modernpostcard.com)

# CUSTOMER TESTIMONIALS

Read our client success stories and see what it's like to partner with Modern.



## “EXTREMELY SATISFIED”

*We've used Modern Postcard's direct mail services for the past three years and are extremely satisfied. They have delivered excellent results that have increased our return on investment with each job.*

– Brenna Hamilton, California Museum

## “QUALITY IS SECOND TO NONE”

*Modern has always provided fast, friendly service and the quality of what they deliver is second to none. Our product catalogs are critical for the success of our business and we would not entrust them to anyone but Modern!*

– Chris Morales, 2XU

## “GENERATED NEW SALES”

*We spent \$8,458 in direct mail advertising to acquire new accounts and generated 41 times that amount in new account sales within 8 months.*

– Robert Henuset, Modern Store Equipment

## “PHENOMENAL RESPONSE RATE”

*I'm so thankful and truly appreciate all Modern Postcard has done to teach me about direct mail! My first campaign was in 2002 for a vacation rental company. Thanks to Modern's help and a phenomenal response rate, I was bit by the direct marketing bug!*

– Andrew Jackson, 88.7 The Bridge

View our collection of online product reviews:  
[modernpostcard.com/products](http://modernpostcard.com/products)



Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

**modern**  
postcard



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

### “ALWAYS MY GO-TO”

*Modern Postcard is ALWAYS my go-to for their expertise, quality and timely delivery...highly recommended!*

– John Higgins, APPA

### “NICEST PRINTED PIECE EVER”

*The booklets we received from Modern Postcard look wonderful! Our CEO was very pleased and we all agree this is the nicest printed piece ever produced for our company. We are thrilled with the printing, the process and the kind and professional attention provided from start to finish.*

– Elizabeth Lowe, Cypress Integration Solutions

### “PRICING IS COMPETITIVE”

*I can always count on Modern Postcard to bring professionalism to the table. They are thorough, prompt and the quality is top notch - pricing is competitive too!*

– Charlie Guijarro, Meadows Museum



### “TOP OF MY LIST”

*I have used numerous printers over the years and I have to say, Modern Postcard is now at the top of my list when it comes to customer service and printing quality.*

– Tanya Roberson, Account Control Technology, Inc.

### “ENABLED OUR BUSINESS TO BOOM”

*Modern Postcard's service, premium postcards and targeted mailing lists have enabled our business to boom! We finally found a print and mail partner we trust, that comes through for us every time.*

– Randy Sottile, Law Offices of William R. McGee, California Lemon Law Attorneys

### “FRIENDLY AND RESPONSIVE”

*We switched to Modern Postcard four years ago, and haven't looked back since. They never let us down! The high quality of their business shows in every aspect of the work from design to distribution. Customer service goes above and beyond to be friendly and responsive. Modern Postcard has been our partner in making Development and Enrollment campaigns so successful.*

– Shining Rivers Waldorf School



Contact the experts at Modern today.  
**800.406.1705 | modernpostcard.com**

# INDUSTRY STATISTICS

The case for direct mail marketing: view recent facts, data and key takeaways.



## FINDINGS FROM THE DMA 2016 STATISTICAL FACT BOOK

The Data & Marketing Association (DMA) is the industry's ultimate resource for insights on consumer engagement and data-driven marketing. Every year, the association publishes a statistical fact book that "offers a concise overview of key data marketing stats and facts from over 60 leading research sources," per *thedma.org*. Below, Modern Postcard has summarized valuable learnings from the extensive 2016 edition, in order to help businesses of all types keep an eye on the direct mail market.

Get direct mail news, tips and special offers:  
[modernpostcard.com/subscribe](http://modernpostcard.com/subscribe)

**Direct mail is one of the most measurable of all media**, boosting the quality of analytics for any campaign. It anchors the campaign and drives the support tactics that can boost the overall effectiveness of an omnichannel effort.

**Direct mail was the second most-used channel** in promotional campaigns, outranking social, online, mobile and multiple other direct marketing tactics.

**Direct mail coupon redemption rates increased by 20%** year over year.

Studies show that direct mail is **increasingly effective with millennials**. The rate of marketing mail being read immediately by recipients ages 18 to 34 rose 11% from the year before.

**Marketers continue to increase investment in direct mail advertising budgets**. It's expected that direct mail spend will rise by 200 million dollars from 2015 to 2016.

Direct mail is a promotional vehicle with a **28% likelihood to prompt shopping**.

Savvy omnichannel marketers capitalized on the synergy of print and digital together in 2015. **Catalog volume rose an impressive 29%** in the third quarter, driven mostly by an early catalog mailing, followed by a digital follow-up.

**Direct mail is 25% better than email, 60% better than online display and 338% better than television** at generating a positive experience with the consumer.



2.5 billion direct mail coupons were redeemed.



Catalogs were reported as the number one driver to retail websites and stores.



79% of household recipients scan or read advertising mail.

Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**



PLAN



LIST



CREATE



PRINT



MAIL



TRACK

## HOW DIRECT MAIL AFFECTS CONSUMERS' MINDS

Neuroscience research shows that paper-based advertising is more impactful and memorable than digital media. In fact, the 2015 DMA Response Rate Report proved that direct mail response rates outperform all digital channels by nearly 700%. If your business places a lot of confidence and marketing spend on digital efforts, you may want to include print promotions and direct mail programs within your annual plan for optimum results.

Direct mail marketing messages are **24% easier to process** mentally than digital ads.

Brand recall from direct mail is **70% higher** than digital media.

Direct mail scores **55% higher** than digital ads at motivating a person to action.

*Canada Post 2015 Study*

**Physical ads cause more activity** in brain areas associated with value and desire.

*Temple University 2015 Study*

Print advertising offers the ability to deliver rich, vivid imagery along with tactile stimuli that can maximize sensory appeal.

*Journal of Consumer Research Study 2011*

Neuroscience studies show that physical, tangible media such as print and direct mail leave a deeper footprint in the human brain than virtual media.

Physical materials produce more brain responses connected with internal feelings, suggesting greater "internalization" of ads.

*Millward Brown Global Research Study*

### Create Better Stats for Your Business

While direct mail marketing is powerful and proven, it can also be complex. That is why having the right partner for your business is imperative. Modern Postcard manages all the key elements of direct mail in house and skillfully guides clients from planning, to launch, to post-campaign analysis. When you choose Modern, you're also choosing first-rate, personalized service and smart marketing solutions tailored to your business.



Contact the experts at Modern today.  
**800.406.1705 | [modernpostcard.com](http://modernpostcard.com)**

**modern**  
postcard