



GUIDE

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Funky Direct Mail Data? **We Can Help With That**



Don't shouldn't struggle with funky data issues that cost you time and money

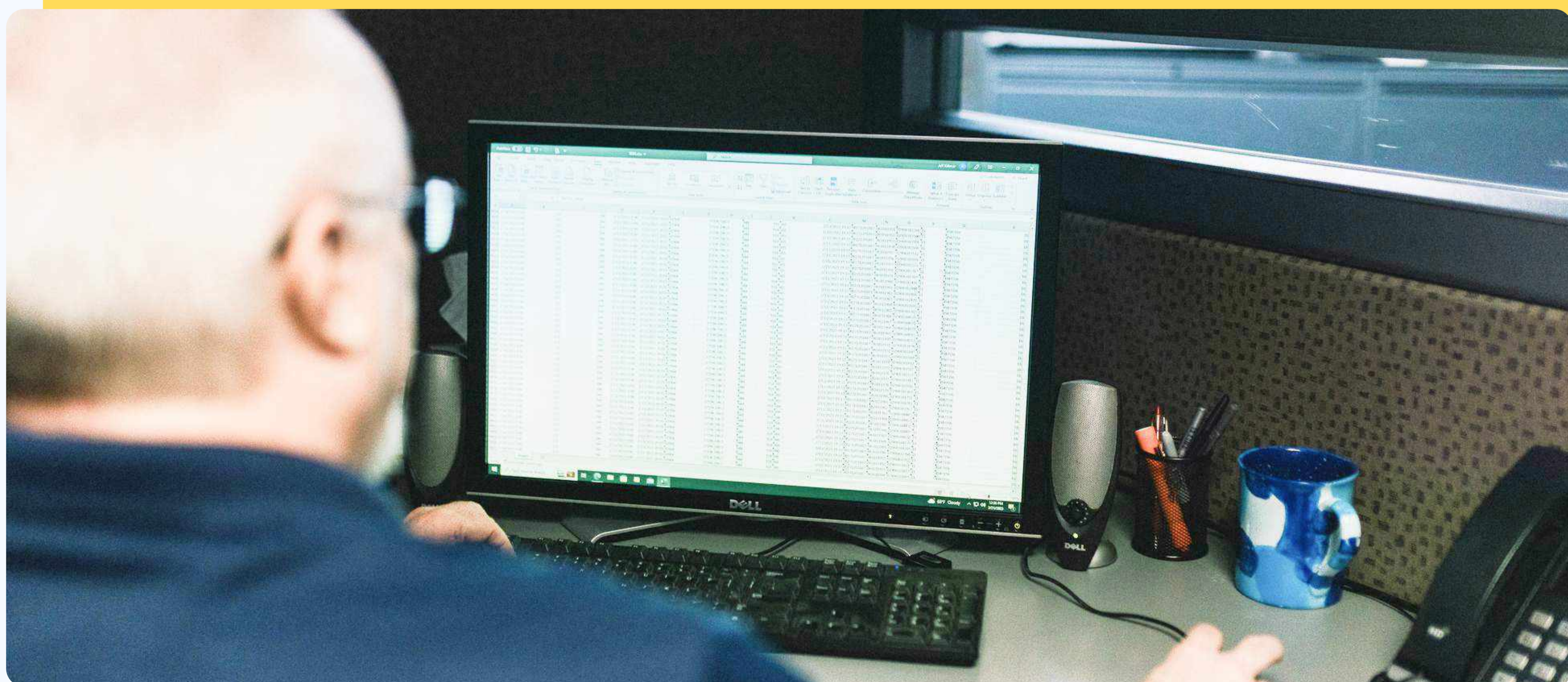
Data is the lifeblood of your marketing efforts. Good data management drives sales and helps you develop insights on your customers while strengthening their trust and loyalty.

It's a lot of work, though. You shouldn't struggle with frustrating funky data issues that cost you time and money. Outdated addresses. Bad structure. Any and all issues that prevent you from mailing high-performing segmented and personalized direct mail campaigns. Sound familiar?

To take advantage of all the opportunities resulting from good data, you need a partner who focuses on data at every point of the marketing planning and production process, can move quickly, and provide a high level of quality and security.

To get started on a successful data-driven strategy, here are ways to improve your data.

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Data Processing Steps

Your list should be run through a series of vital checks to ensure that it's accurate and current. These procedures include:

- **CASS (Coding Accuracy Support System)**: A USPS certification that corrects and standardizes address elements like zip codes and misspelled street or city names
- **NCOA (National Change of Address)**: Compares addresses against a database of all new address information filed with the USPS
- **Dedupe & Presort**: Removes duplicates and pre-sorts the list in proper order before printing; pre-sorting a list in zip code order with a minimum of 200 pieces and a bulk permit earns you a discount



Targeting/Segmentation Options

Direct mail segmentation is a crucial step in creating campaigns that reach different people who have different expectations of your brand, and different requirements of how their preferences, needs, and wants can be met. **With insights about your customer's or prospect's segment, you can use copy and images on your mail piece that are more likely to get their attention than a static piece.**

At mailing.com, we work with companies using hundreds of data points on their campaigns. This allows them to create the perfect mailing list that targets segments of their desired audience by one or more these types:

- **Demographic:** Gender, age, ethnicity, income, occupation, and education level
- **Geographic:** State, city, zip code, street, or “neighborhood”/radius
- **Behavioral:** Customer activity, such as buying products and services, using the RFM (Recency, Frequency, Monetary) model
- **Psychographic:** Attitudes and values, interests, and more broadly, lifestyle, all form a personality profile

For example:

You can target high-income homeowners within a 20-mile radius of a retail location who have bought from you within the last 6 months.

Personalization

Surveys show that personalized mail pieces achieve a higher conversion rate than non-personalized ones. With high-quality variable data printing (VDP), you can leverage good data to tailor-fit a direct mail package to each recipient based on hundreds of individual data points. The copy, images, and offers are unique for every prospect or customer in a mail campaign.

Because it is personalized in a deeper way, often with high visual appeal, the mail piece has a higher perceived relevance and value to the recipient.



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VDP pulls dynamically-generated headlines, addresses, personal names, offers, graphics, or images from a database file. Text and images are inserted onto a static mail design or template based on a set of application and style rules.

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For example:

Your mailer can display a map showing an exact route from a recipient's home to a retail location; detail a customer's weekly electric usage in the previous month; or show the scheduled maintenance needed on their vehicle, with a customized coupon attached.

How do you fix your funky data and set yourself up for growth? Our automotive partner relied on mailing.com's expertise to align their data structure with our production process. In this case study, see how their transition to a data-driven customer experience resulted from an expanded, more personalized and relevant mail program.

How do you fix your funky data and set yourself up for growth?



How We Helped an Auto Agency Partner Improve the Power of Their Data

The Partner

Auto agency with 700 dealers nationwide previously printed and mailed 330,000 pieces monthly

Their Goal

Improve results using more timely, relevant, and personalized mail

The Solution

Many companies fall short in their strategy or vision because they lack the expertise needed to set up and prepare data for long-term usage. Thanks to a lot of teamwork:

- The partner aggregated and formatted their data into a structure that aligned with their workflow and our production process.
- We developed a solution that could work with the client's optimized database through an API, allowing a real-time, seamless workflow of variable data from a dealer to an SFTP site to our production process.

Results

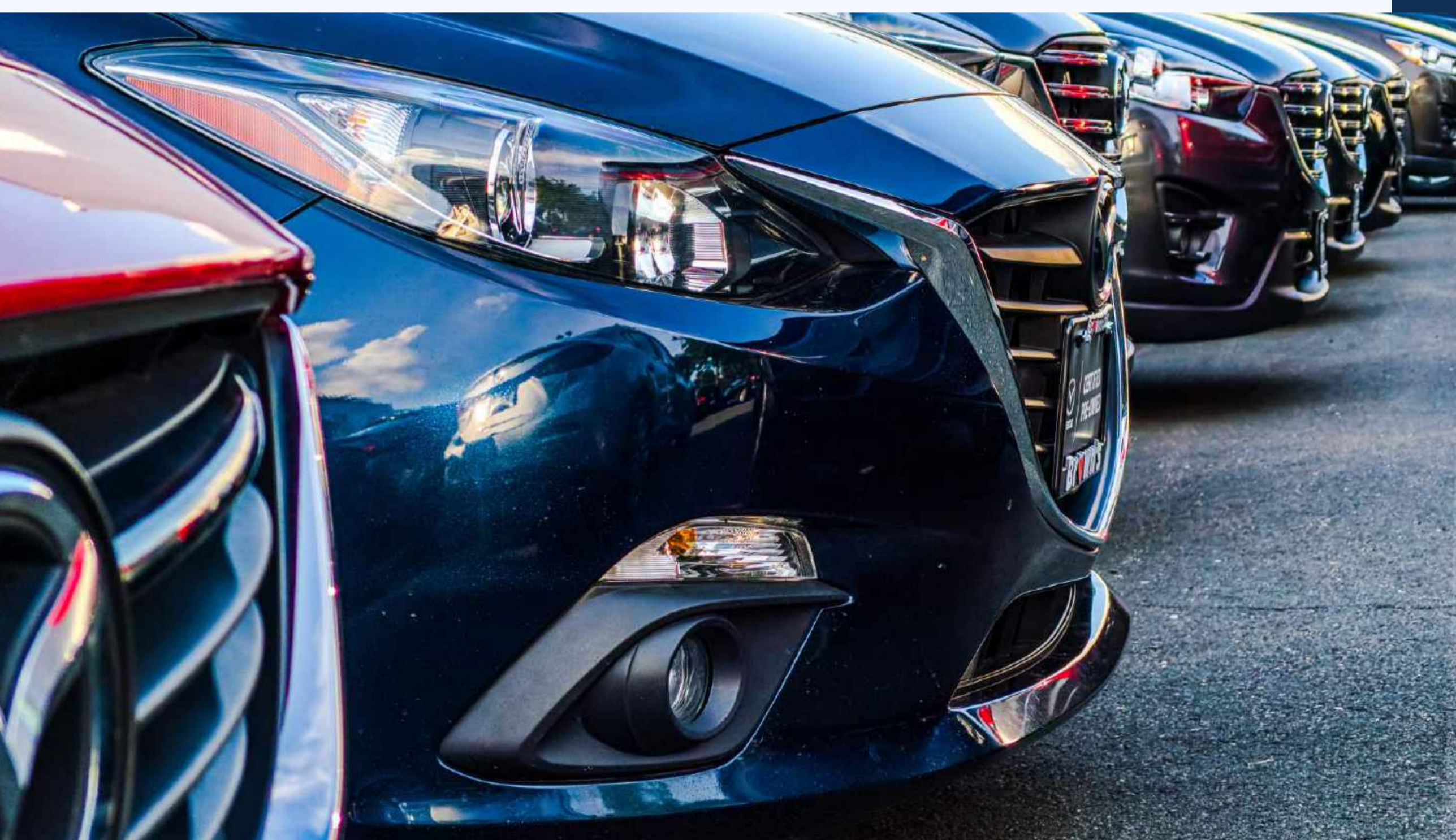
Transitioning our partner's direct mail program to data-driven, together we achieved:

- **An aligned and continuous stream of data**, reducing errors and freeing up resources for everyone
- **2.6 million+** mailings printed and mailed monthly
- **200+ unique data options** and 40-50 customized data points per run,
- **A proven process** running over a secure server with 24/7 permission-based access



The team at mailing.com jumps in and finds ways to help us make our variable data printing process a breeze, no matter how large or small the data file. They find a way to get the work done correctly, quality-checked, and out the door on time. They're amazing.

Juli P., Automotive Agency Partner



Conclusion

Complete customization and great data helps you create direct mail that's more special and relevant to prospects and customers, delivers better ROI, and makes you more competitive.



We Can Help You Too!

At mailing.com, our data management experts have decades of experience working on complex campaigns using accurate and timely direct mail data of all kinds. With our all-in-one solutions, we can help you put together a complete and cost-effective direct mail program – from planning to printing to mailing – to accomplish your goals quickly.

Our team is only an email away and can't wait to hear from you!

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