

## PUT THE RIGHT MESSAGE IN FRONT OF THE RIGHT PERSON

Using proven strategies to engage consumers and target prospects, our USPS-certified specialists and cutting-edge equipment ensure we deliver direct mail that gets results.

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### 40/40/20 RULE

40% of the success of your direct mail campaign is directly attributed to the quality of your mail list. The remaining 40% is your offer, with the last 20% attributed to the design of the piece.

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### KEY DEMOGRAPHICS YOU COULD BE USING:

- Geographic Fencing
- Consumer
- Business
- Household Income
- Homeowner/Renter
- Address Type
- Age of Home
- Political Party Affiliation
- Age
- Children Present
- Age of Children
- Buying Activity
- Employee Size
- Charitable Giving
- Length of Residency
- New Parent
- Gender
- Education
- Interests
- Occupation
- Wealth

### CHECKLIST:

- NCOA     CASS     Verified Delivery

PLUS

### VARIABLE OPPORTUNITIES

Perfectly timed print pieces, tailored to each recipient.

Our programmers have spent a decade working with databases to reach prospects on an individualized level, complementing your marketing strategy and putting you ahead of the competition.

Salutation, service/product, image, address, phone number, contact person, and more!

Dear Friend,

Dear John Smith,

