

# Direct Mail

An Opportunity  
for Growth

## A Market Segment Series

Catalogs

Digital Packaging

**Direct Mail**

Marketing  
Service Provider

Photo Publishing

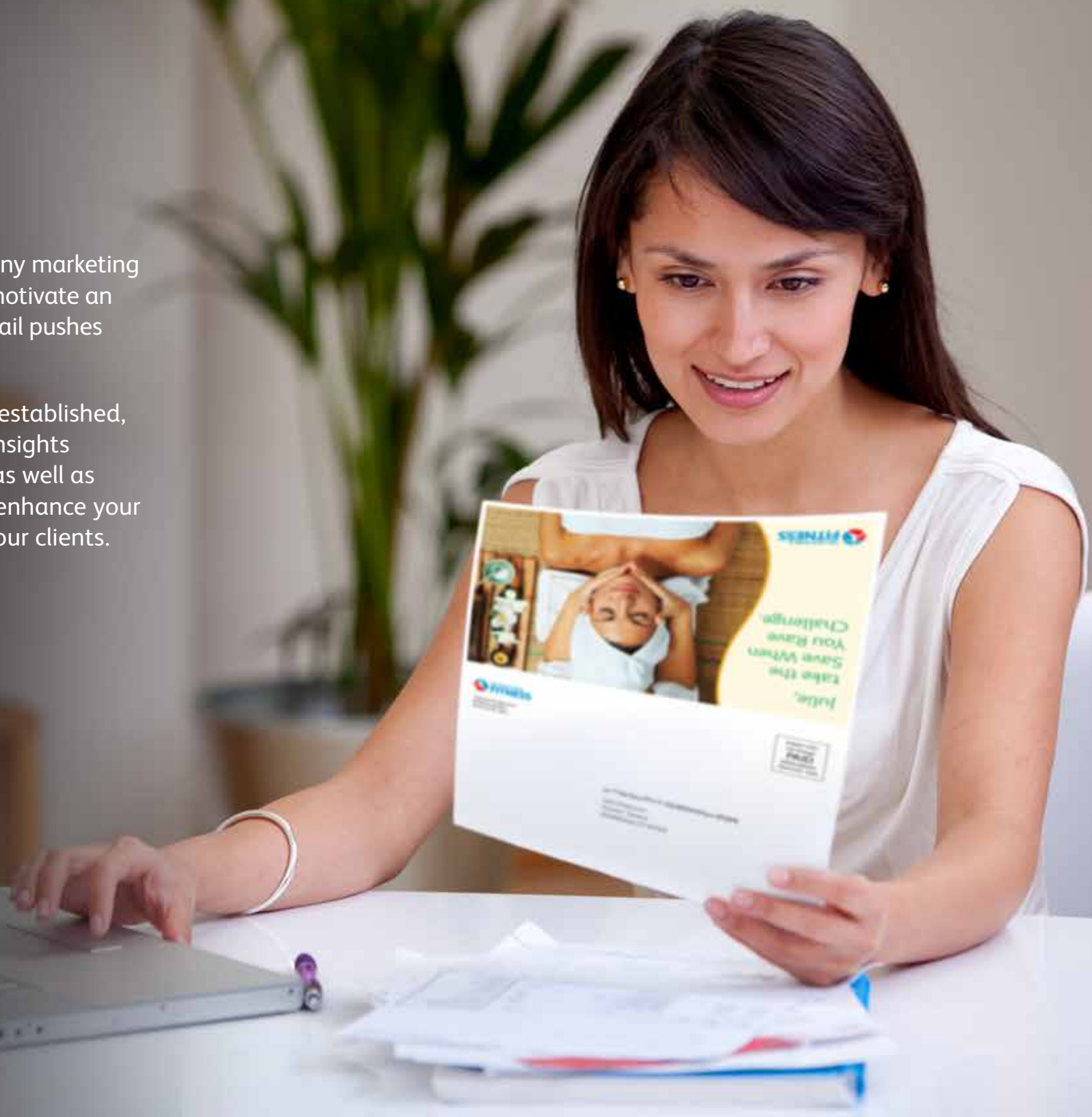
Publishing

Transactional  
Marketing

xerox 

If the ultimate objective of any marketing communication effort is to motivate an action, then printed direct mail pushes that into overdrive.

Even if you are already well established, this guide will provide new insights into the market landscape, as well as information you can use to enhance your strategic partnership with your clients.

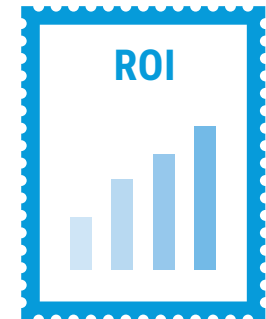


# Let's Be Direct

Marketers have re-embraced direct mail as innovations in print technologies, workflow automation and personalization drive opportunities for more relevant, personal customer communications.

In this digital age, organizations of all sizes are rediscovering direct mail as an innovative way to:

- **Cut through the clutter**
- **Attract new customers**
- **Enhance customer loyalty**
- **Deliver profitable results**



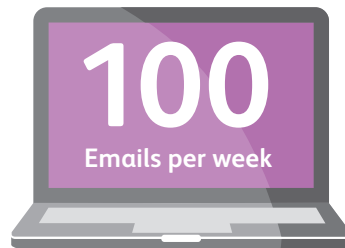


# Looking at the Numbers

Consider the number of marketing messages consumers are exposed to each day, and it's no wonder there's a certain satisfaction in the tangible experience of going to the mailbox.

According to the United States Postal Service, the average household receives about 16 pieces of direct mail each week. During that same span, the average consumer receives over 100 emails.<sup>1</sup>

It's not surprising that 70% of direct mail is opened and 79% is read for at least a minute.<sup>2</sup>



<sup>1</sup> Household Diary Survey 2014, USPS; *The Inbox is a Battlefield*, Return Path, 2013

<sup>2</sup> Direct Marketing Production Printing & Value-Added Services, InfoTrends, 2015



**92%** of marketers expect the amount of direct mail they send next year to increase or stay flat.<sup>2</sup>

**71%** of consumers say print/paper quality impacts their decision to open and read direct mail.<sup>2</sup>

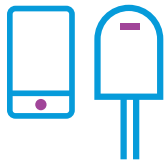
# Playing to Win

Direct mail continues to be a solid opportunity when used as a strategic advantage. Here are some conversation starters to convey the value you can bring to your clients' business.



## Moving from Personalized to Personal

Relevance is the key to direct mail success. Help your clients understand that personalization means more than simply including a recipient's name—it means tailoring imagery, messaging and information to that specific individual.



## Integrating Direct Mail With Digital Media

Data indicates that print-only campaigns achieve average response rates of 7.4% and action rates of 7.1%, while campaigns leveraging print, email, social media and mobile applications achieve 9.5% and 8.6%, respectively.

Help your clients understand and appreciate the value of integrated campaigns, and develop the capabilities to deliver them.



## Demonstrating Results

Marketers want the ability to measure communication effectiveness. Stress that direct mail, when integrated with digital media, is measurable. Encourage clients to experiment by testing different offers and messaging to track their impact on results for maximum return on investment.



# Critical Insights You Need to Know

## Direct mail gets noticed

70%  
Is opened

79%  
Is read for one  
minute or more



## Relevancy is critical

44%  
Immediately discard  
if it isn't relevant



80%  
Are more  
likely to open  
if personalized



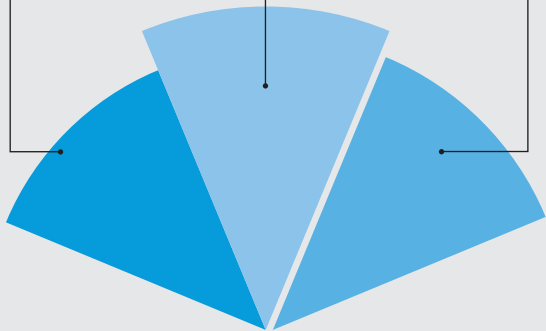
## Marketers need help

Challenges inhibiting  
adoption of personalization:

44%  
Aggregating  
multiple data  
sources

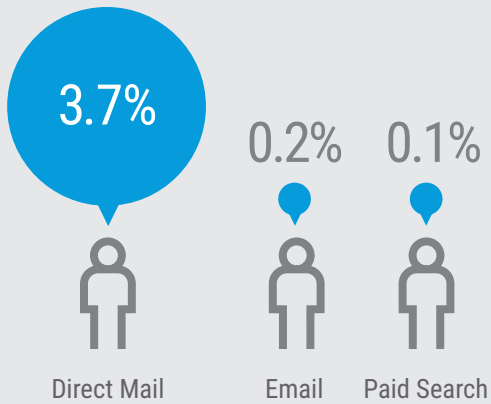
60%  
Cleaning  
data

50%  
Using data for  
personalization



## Print is king

DMA 2015 Response Rate Report<sup>1</sup>

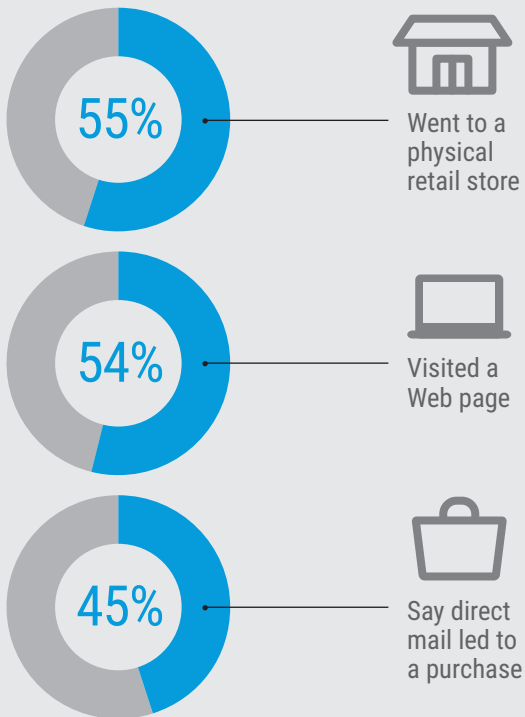


Direct mail outperforms all digital channels combined by

# 600%

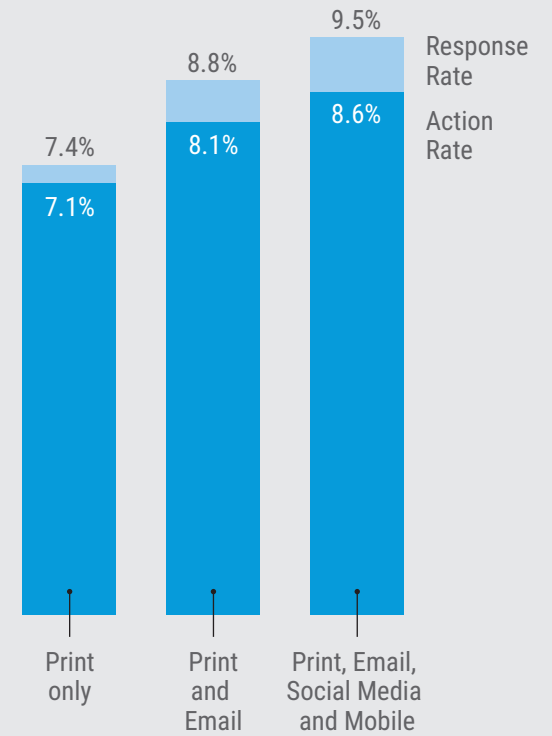
## Drives results

Those responding to direct mail

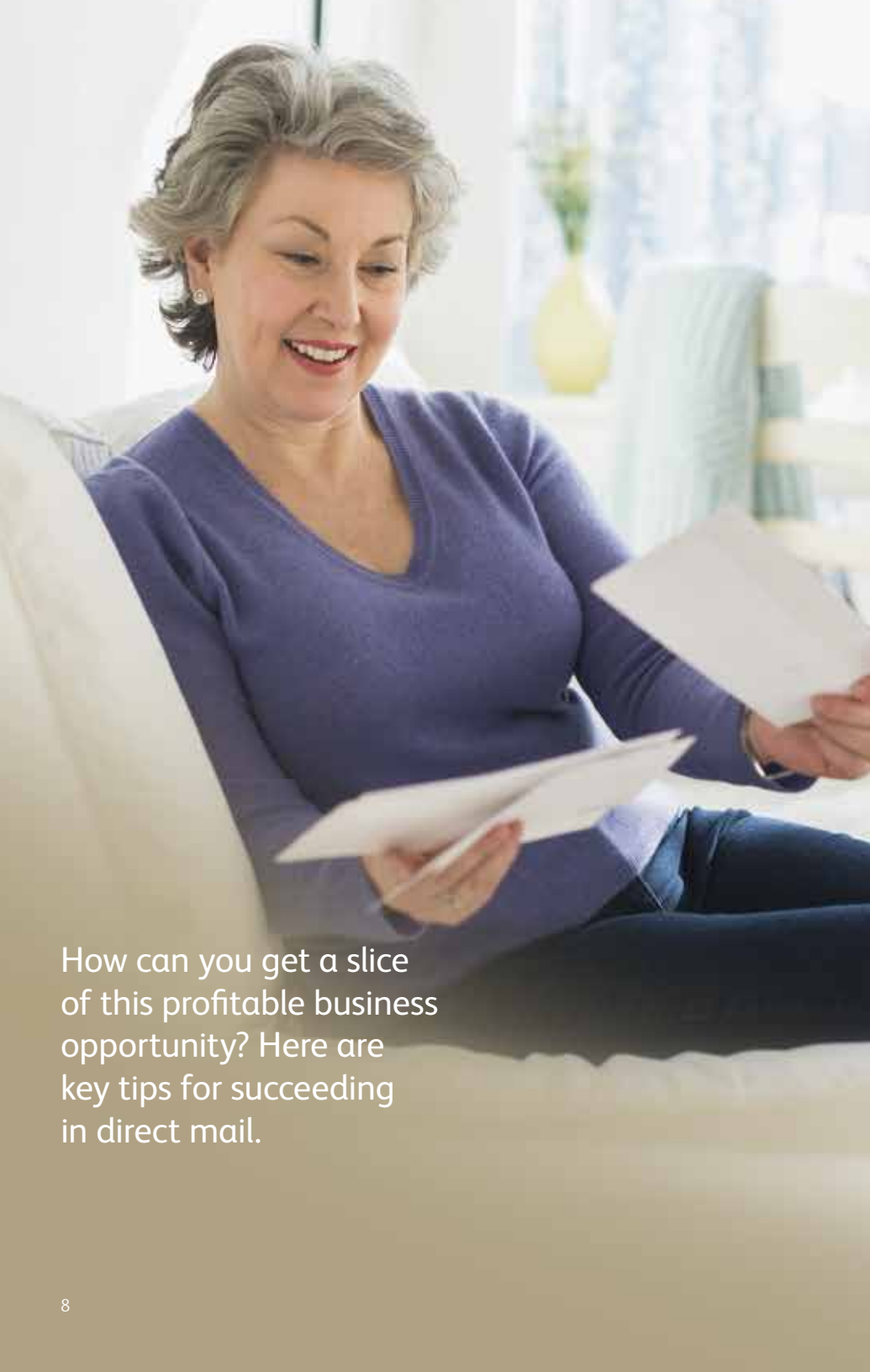


## Omni-channel works

More channels = better results



<sup>1</sup>DMA 2015 Response Rate Report. All other data ©2015 InfoTrends.



How can you get a slice of this profitable business opportunity? Here are key tips for succeeding in direct mail.

# Getting in the Game

## 1

### Data Expertise is Key

> **Develop** or acquire a fundamental understanding of how to work with data and what data your customers have at their disposal. If none exists, help them build a database through loyalty programs, surveys, promotions or list purchasing. Emphasize the connection between data, message relevance and results.

## 2

### The Right Infrastructure

> **Ensure** a well-optimized workflow by investing in the right prepress and production suite. With these tools, variable jobs can be created in a matter of minutes instead of hours or days.

## 3

### Practice What You Preach

> **Create** a cross-media direct mail campaign for your business. Consider incorporating variable data, PURLs, augmented reality, mobile-optimized landing pages, high-impact graphics or QR codes to not only “wow” your audience, but also show off your unique capabilities.

## 4

### Challenge Your Sales Team

> **Hire** or train sales people to become trusted advisors by strengthening their understanding of customer business objectives. Selling strategically focused direct marketing services is very different than selling traditional print. Remember, your customers aren't buying print, they're buying results.



# Transformation in Action

## All-in-One Mailer Elevates Donors' Response

United States

### Cathedral Corporation

[www.cathedralcorporation.com](http://www.cathedralcorporation.com)

#### Opportunity

Challenged to help a university increase donations and strengthen donor relationships with alumni, friends and supporters, Cathedral devised a data-rich "All In One Mailer" campaign.

#### Transformation

Cathedral used variable data to connect with this important audience. The mailer was personalized with the recipient's first name, graduation year, donor classification (friend or alumni), school/major with signature from the appropriate college, requested donation amount and frequency of

donation—one-time or monthly. The information spanned 14 different data fields with a total of 224 variable options.

Cathedral produced the pieces on the Xerox® iGen4® Press. The results: 40% of donors increased their individual gift amounts.

**"The power of data, combined with outstanding color image quality made possible with the iGen press, allowed us to deliver an all-in-one mailer that moved recipients to respond."**

—Marianne Gaige  
President and CEO, Cathedral Corporation

## Serving Direct Marketers With a Flexible Platform

Spain

### Telemail, S.L.

[www.telemail.es](http://www.telemail.es)

#### Opportunity

Looking to capitalize on the surge in direct mail, Telemail responded and invested in new technologies and product offerings.

#### Transformation

With the goal of building a flexible platform, Telemail installed the Xerox® Impika® Compact Inkjet Press and three Xerox® iGen3 Presses. Their investment in new technologies and variable data expertise has paid off.

Today, the company prints approximately 13 million pages a month for the utility, retail and banking industries. With its flexible platform, Telemail

directs jobs to the most appropriate technology, maximizing efficiency and productivity throughout the shop.

**"Clients are searching for new ways to communicate with their customers in more appealing ways. Our experience, combined with Xerox® technology, has resulted in providing high-quality, innovative direct mail solutions."**

— Augustin Minaya  
Managing Director, Telemail

# Empowering Transformation

With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the direct mail market.

## Market-Leading Technology

- **Xerox® Brenva® HD Production Inkjet Press**, a cut-sheet inkjet device, is ideal for those looking to capitalize on the economics of inkjet printing but require all the versatility of a cut-sheet package.
- **Xerox® Rialto® 900 Inkjet Press**, with the world's first fully integrated, narrow web, roll-to-cut-sheet design, is for those seeking a smaller footprint and lower entry point into production inkjet technology.
- **Xerox® Trivor® 2400 Inkjet Press** maximizes productivity and offers automated image quality advancements inside a highly flexible system. The result is a press that delivers the quality and reliability your business depends on today, while providing scalable options to protect your investment for the future.

- **Xerox® Impika® Inkjet Presses** provide a flexible range of solutions to meet all your inkjet needs, while offering scalability to ensure your investment is protected in the future.
- **Xerox® CiPress® Production Inkjet System** uses waterless ink technology that produces consistent and vibrant color on a range of low-grade and lightweight offset papers, helping to simplify production and reduce mailing costs.
- **Xerox Nuvera® Production Systems** offer industry-leading black-and-white quality and reliability in a variety of modular configurations.
- **Xerox® Versant® 2100 Press**, an extremely versatile production solution, packs power, performance and automation with Ultra HD Resolution for outstanding quality.
- **Xerox® Color 800i/1000i Presses** let your creativity shine with vibrant image quality and the dynamic effects of silver, gold and clear specialty dry inks.
- **Xerox® iGen® 5 Press** delivers world-class quality and benchmark productivity for high-volume production environments.



Visit [www.xerox.com/directmail](http://www.xerox.com/directmail).



Xerox® Brenva® HD Production Inkjet Press



Xerox® Rialto® 900 Inkjet Press



Xerox® Trivor® 2400 Inkjet Press



Xerox® Impika® Inkjet Presses

## Workflow Automation and 1:1/Cross-Media Solutions

With our award-winning Xerox® workflow portfolio and working collaboratively with our partners, we have assembled the industry's most comprehensive array of workflow solutions to help improve how you process direct mail communications.

- **Xerox® FreeFlow® Core** automates and integrates the processing of print jobs, from file preparation to final production, for a touchless workflow that reduces time and costs.
- **Xerox® FreeFlow® Variable Information Suite** of variable data tools allows you to personalize your communications quickly, cost effectively and automatically—all while driving your print engines at rated speeds.
- **XMPie® Circle** is a cloud-based solution for planning, managing and automating your multichannel marketing campaigns.
- **XMPie® PersonalEffect®** turnkey systems provide powerful, out-of-the-box solutions for professional-grade graphic art variable data print applications, best-in-class Web-to-print storefronts and multichannel communications that bridge print with digital media. PersonalEffect Enterprise Platforms provide bespoke solutions for high-end, demanding requirements.
- For input data streams, composition, prepress and more, you'll find solutions from GMC, Chemistry by Solimar and Compart to fit your specific needs and unique business environment.



Visit [www.xerox.com/workflow](http://www.xerox.com/workflow).



Xerox® CiPress® Production Inkjet System



Xerox Nuvera® Production Systems



Xerox® Color 800i/1000i Presses



Xerox® iGen® 5 Press

## Business Development and Professional Services

The Xerox® ProfitAccelerator® program, with a portfolio of 100+ tools, resources and training services, is designed to support your efforts from sales and marketing, business planning, operations and new application development. Other services help to:

- Effectively sell direct mail applications
- Market to vertical industry segments
- Leverage omni-channel marketing



Visit [www.XeroxDigitalHotSpot.com](http://www.XeroxDigitalHotSpot.com).

## Discover more opportunities in this Market Segment Series.



Catalogs



Digital Packaging



Direct Mail



Marketing Service Provider



Photo Publishing



Publishing



Transactional Marketing

This series provides insights and practical advice on how to thrive in seven business-boosting markets for print providers.

We're Xerox.

Xerox helps print providers work better by combining people, processes and technology in more efficient and cost-effective ways.

To find out more, visit [www.xerox.com/production](http://www.xerox.com/production).