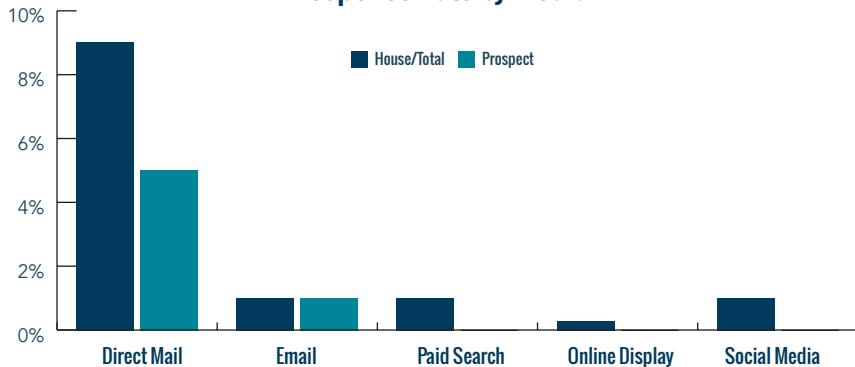


INTEGRATING DIRECT MAIL WITH YOUR ONLINE MARKETING STRATEGY

VALUE POINT:

GET THE GREATEST LIFT POSSIBLE FROM YOUR MARKETING EFFORTS.

Response Rate by Media



DIRECT MAIL READ-RATE

50% AVG.

(DIGITAL AD CTRS AVG AROUND 3%)



DIRECT MAIL RESPONSE RATES

9%

FOR HOUSE LIST

5%

FOR PROSPECT LIST



DIRECT MAIL + DIGITAL TARGETING
CAN INCREASE OVERALL RESPONSE RATES BY

30-35%

TAKEAWAY

People still sort their mail by hand – this means Direct Mail has a powerful inherent physical touch-point that leads to the **HIGHEST READ-RATE** of all channels. It is also currently enjoying the **HIGHEST RESPONSE RATES** the channel has ever seen.

Combined with the fact that consumers are “trained” to look for deals in the mailbox and take action, adding direct mail to your current strategy can provide the multiplier effect and a tipping point to your campaigns.

VALUE POINT:

LEVERAGE DIRECT MAIL EXPERTS WHO ARE FAMILIAR WITH YOUR INDUSTRY AND NEEDS.



DATA ANALYSIS



DESIGN & PRINT



MAILING PROFILE AND DISTRIBUTION



30+ YEARS IN SHARED MAIL

WHETHER YOU NEED FULL SERVICE OR JUST SUPPORT IN ONE AREA, THE MSPARK TEAM IS HERE TO HELP.

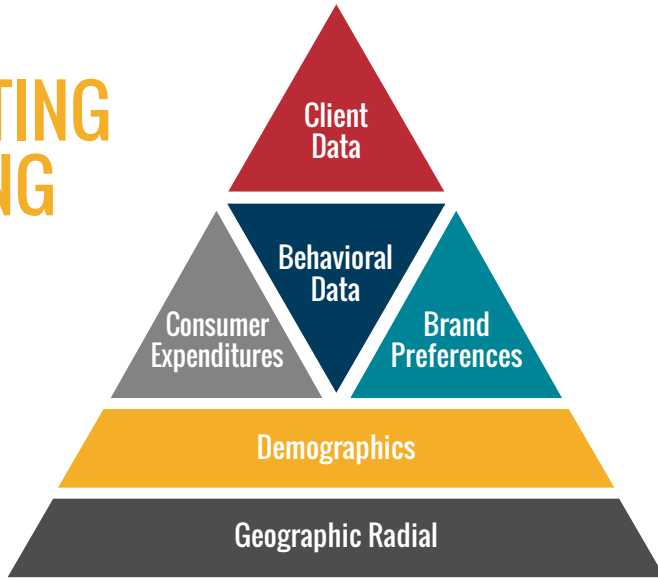


TAKEAWAY

Mspark provides you with **FULL SERVICE**, from data analytics through design, print, postage, delivery and reporting.

VALUE POINT:

MAGNIFY THE ONLINE TARGETING WORK YOU'RE ALREADY DOING AND TURN IT INTO A LARGER SHARE OF MARKET.



MSPARK DATA ANALYSIS SERVICES:

- Micromarketing
- Lifestyle Analysis
- Penetration Analysis
- Mailing Profile
- Combining Predictive and Client Data

TAKEAWAY

Direct mail has come a long way. At Mspark we believe in-depth data analysis and profiling allows our clients to tightly target their most valuable customers and prospects.

We can combine our predictive data with your customer intelligence data to create the most effective mailing profiles.

VALUE POINT:

TAKE ADVANTAGE OF A POWERFUL CHANNEL IN DIRECT MAIL FOR RETARGETING IF YOUR EMAIL STRATEGY ISN'T WORKING.

58%

OF SURVEY RESPONDENTS IN THE U.S. STATED THAT THEY RECEIVED ADVERTISING MAIL FROM E-RETAILERS IN THE PAST 12 MONTHS



51%

VISITED THE E-RETAILER'S WEBSITE



44%

MADE AN ONLINE PURCHASE



19%

SHARED THIS MAIL WITH SOMEONE

TAKEAWAY

Industry stats from ANA/DMA show that direct mail response rates are currently at 9% for a house list compared to digital efforts, which perform at about 1%.

When it comes to retargeting, direct mail can make a lot of sense when digital retargeting efforts are not reaching and connecting with your customers.

VALUE POINT:

SEE YOUR BRAND IN YOUR CUSTOMER'S MAILBOX, REINFORCING YOUR ONLINE PRESENCE AND BLUNTING YOUR COMPETITORS.



TAKEAWAY

Whether you use an impact postcard, wraps or a variety of insert options, we find the optimal results come from replicating your online branding and design.

We offer a variety of options to suit your needs and budget – whether you're doing a grand opening, fending off competitors or re-engaging past customers.

By reinforcing the awareness you've developed online we can help you drive the next action step of traffic to your locations.

Online Drives Awareness. Print Drives Action.
COMBINE FOR GREATEST RESULTS.

TO REQUEST A CALL FROM ONE OF OUR EXPERTS AND GET A FREE ANALYSIS AND ROI ASSESSMENT.