

Which Direct Mail Strategy is **BEST** for my Brand?

SHARED

OR

SOLO

Best for...

Young, local brands looking to reach a broad audience and grow awareness.
Valuable for brands with robust couponing programs.

Best for...

DTC subscription services, warranties, insurance, and e-commerce brands looking to acquire many new customers and find meaningful scale.

PACKAGING



One mail package shared with several advertisers.



Stand-alone mail piece.

TARGETING



Limited "group" geographics, demographic group (parents, new homeowners) or target profiles.



Unique to the advertiser. Audience can range from a broad geographic reach down to specific individuals.

TESTING

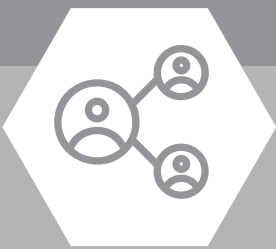


Limited A/B testing options. Identifying a winning strategy and control elements can be timely.



Comprehensive testing capabilities to identify the best combination of list, offer and creative to maximize response.

INVESTMENT



Postage costs are shared with all advertisers.



Mailer is responsible for data, paper, ink, and postage expenses.

MAILING



Dates are pre-defined.



Dates are flexible.

CREATIVE



Restricted to insert or wrap templates.



Unique to the mailer. Flexibility in package size, shape, interactive elements, and recipient personalization.