

PracticeMatch

DIRECT MAIL PLAYBOOK

The Players

PracticeMatch DIRECT MAIL PLAYBOOK

6X9 Postcard



STRENGTH VISUAL IMPACT AND SIMPLICITY DELIVER THE MESSAGE FAST WITH MORE SPACE FOR CONTENT

WEAKNESS LESS SPACE FOR CONTENT THAN SELF-MAILERS AND LETTERS

RESPONSE RATE 4.25%

LEAD TIME 3 BUSINESS DAYS

THE BUZZ SAME COST AND EFFECTIVENESS AS 8.5X5.5 BUT WITH MORE SPACE FOR CONTENT



Source: [Direct Marketing Association](#)'s 2015 Response Rate Study

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11X5.5 Postcard



STRENGTH VISUAL IMPACT AND SIMPLICITY WITH MORE SPACE FOR VDP AND/OR QR CODE

WEAKNESS LESS SPACE THAN SELF-MAILER

RESPONSE RATE 4.25%

LEAD TIME 3 BUSINESS DAYS

THE BUZZ KNOWN AS THE "BILLBOARD IN THE MAIL BOX". VERY POPULAR PLAYER.



Source: [Direct Marketing Association](#)'s 2015 Response Rate Study

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11X5.5 Postcard w/QR Code



STRENGTH VISUAL IMPACT AND SIMPLICITY WITH MORE SPACE FOR VDP AND/OR QR CODE

WEAKNESS LESS SPACE THAN SELF-MAILER

RESPONSE RATE 4.25%

LEAD TIME 3 BUSINESS DAYS

THE BUZZ KNOWN AS THE "BILLBOARD IN THE MAIL BOX". VERY POPULAR PLAYER.



Source: [Direct Marketing Association](#)'s 2015 Response Rate Study

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QR Codes



STRENGTH FAMILIAR WAY TO LINK GRAPHIC TO DIGITAL INFORMATION

WEAKNESS REQUIRES A QR APP

RESPONSE RATE N/A

COST NO ADDITIONAL COST

LEAD TIME STANDARD

THE BUZZ GIVING CUSTOMERS THE OPTIONS THEY PREFER INCREASES RESPONSE PERFORMANCE

Source: [Direct Marketing Association](#)'s 2015 Response Rate Study

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#10 Dbl Window Envelope/Letter



STRENGTH GOOD FORMAT FOR LONG MESSAGE AND INFORMATION PRINTED IN COLOR

WEAKNESS QUICKLY DISREGARDED AND DISCARDED

RESPONSE RATE 3.42%

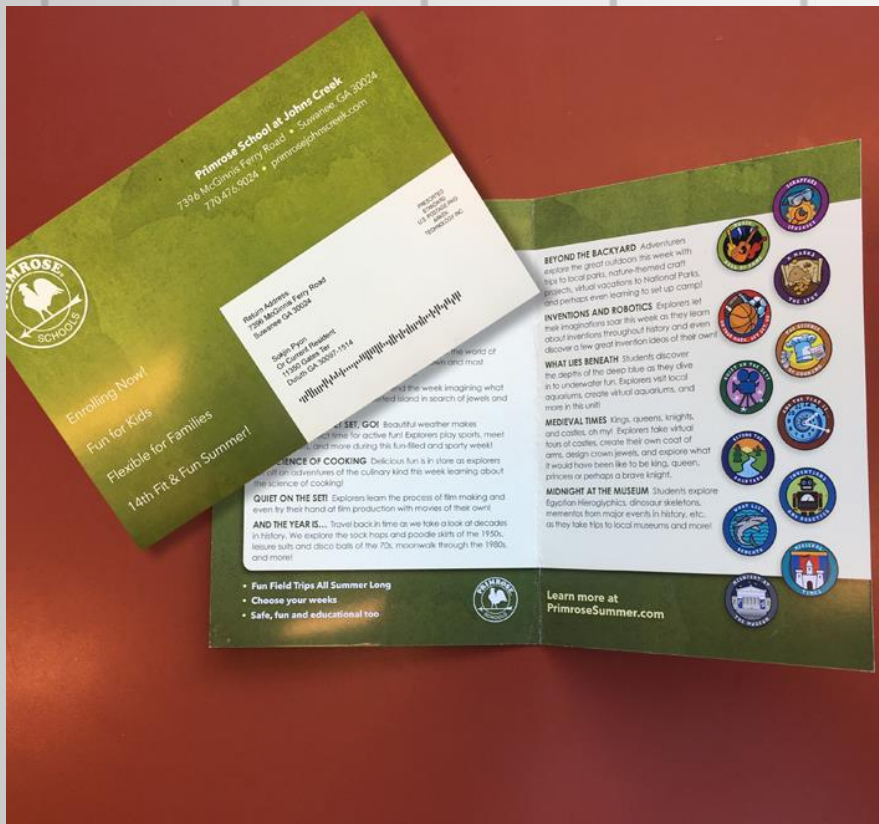
COST LEAD TIME 3 BUSINESS DAYS

THE BUZZ THE OLD STANDARD. GOOD WHEN THE PERSONAL TOUCH COUNTS. WARNING - THIS ONE HAS WORN OUT ITS WELCOME.

Source: USPS.com, [Direct Marketing Association](#)'s 2010 Response Rate Study and AMI-Results.com

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7X5.25 2-Panel Self-Mailer



STRENGTH VISUAL IMPACT WITH ADDED SPACE FOR CONTENT

WEAKNESS SEALING THE SELF-MAILER CREATES OPENING PROBLEMS

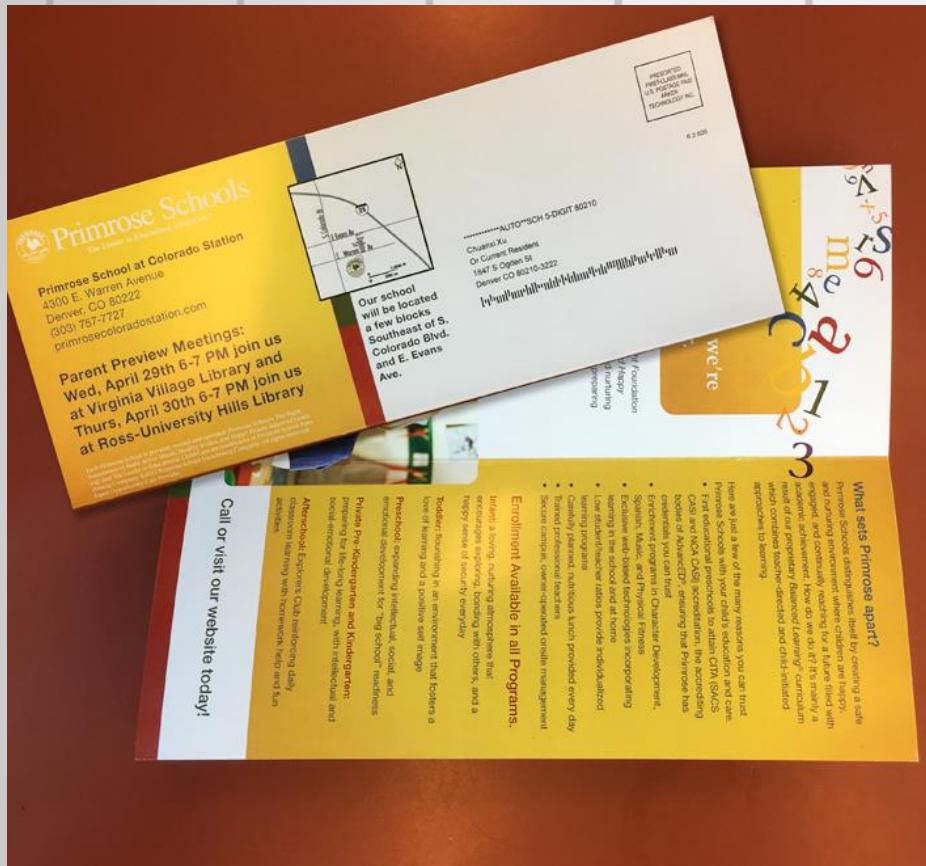
RESPONSE RATE 5%

LEAD TIME 3 - 5 BUSINESS DAYS

THE BUZZ TWICE THE SPACE OF THE POSTCARD WITH THE ADDED BENEFIT OF A TEASER OUTSIDE, REVEAL INSIDE EFFECT.

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10.5X4.25 2-Panel Self-Mailer



STRENGTH VISUAL IMPACT WITH ADDED SPACE FOR CONTENT

WEAKNESS SEALING THE SELF-MAILER CREATES OPENING PROBLEMS

RESPONSE RATE 5%

LEAD TIME 3 - 5 BUSINESS DAYS

THE BUZZ WORKS LIKE THE 7X5.25 SELF-MAILER BUT WITH MORE SPACE FOR MORE IMPACT.

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8.5X5.5 Bi-Fold Self-Mailer



STRENGTH VISUAL IMPACT WITH ADDED SPACE FOR CONTENT

WEAKNESS SEALING THE SELF-MAILER CREATES OPENING PROBLEMS

RESPONSE RATE 5%

LEAD TIME 3 - 5 BUSINESS DAYS

THE BUZZ MORE PANELS, MORE SPACE, MORE CONTENT.

Source: Direct Marketing Association's 2015 Response Rate Study and CDMP 2016 Direct Mail Fact Book

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8.5X3.25 Tri-Fold Self-Mailer



STRENGTH VISUAL IMPACT WITH MORE PANELS FOR MORE CONTENT

WEAKNESS LESS VISUAL SPACE WHEN FOLDED THAN THE BI-FOLD SELF MAILER

RESPONSE RATE 5%

LEAD TIME 3 - 5 BUSINESS DAYS

THE BUZZ MORE PANELS, MORE SPACE, MORE CONTENT.



Source: Direct Marketing Association's 2015 Response Rate Study and CDMP 2016 Direct Mail Fact Book

An aerial photograph of a lush green football pitch. The grass is cut short and mowed in a pattern of alternating light and dark green stripes, creating a grid-like appearance. The stripes run vertically and horizontally across the field. The overall color is a vibrant, healthy green.

The Playing Field

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TRI SM
8.5X3.25
3-5 D

2P SM
7X5.25
3-5 D

2P SM
10.5X4.25
3-5 D

PC
11X5.5
3 DAYS

PC
6X9
3 DAYS

BI SM
8.5X5.5

#10
8.5X11
3 DAYS

KEY:
PLAYER
DIMENSION
COST | RESPONSE RATE
LEAD TIME



Direct Mail Facts

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Print Provides an Opportunity to Differentiate

- The CMO Council found that the average response rate for emails is 0.12%, whereas the average response rate for direct mail is 4.4%.
- According to the Mail Media Centre, while 11% of marketing emails are opened, the open rate is 91% for prospecting direct mail.
- A survey by Print in The Mix found 79% of consumers act on a brand's direct mail piece immediately

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Print is Viewed as Trustworthy

- According to a Print In the Mix survey, 56% of respondents say they found printed material to be the 'most trustworthy' of media channels.
- The same survey found that nearly half of the respondents said they've retained a direct mail piece for future reference, and 17% regularly do so.
- A study by VTT Technical Research Centre of Finland found that consumers trust advertising in print media more than any other media.

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Print Helps to Connect the Online & Offline Worlds

- Printing Industries of America found that 67% of online searches are driven by offline messages, with 39% of shoppers making a purchase.
- Shoppers who receive a direct mail piece pointing them to an online site spend an average of 13% more than those who do not receive a printed piece.
- Websites supported by catalogs yield 163% more revenue than those not supported by catalogs.

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Did you know that variable data marketing increases response rates by 36%, decreases response time by 34%, and can return 30 times the ROI of standard marketing?

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Why should I use direct mail in my marketing mix? Isn't it a lot cheaper to use digital marketing? In some cases, digital marketing can be cheaper, but the real concern for the marketer should be return on investment. Direct Mail continues today to have a very compelling ROI when it is designed well and when the proper amount of effort has gone into securing the right data for the particular campaign.

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What types of response rates should I expect from direct mail? 2-4% (or higher) is not uncommon. There are many factors that influence response rates; such as the quality of the list, how compelling is the offer, what is the quality of the design, etc...

Thank You