

A Resource for Reseller Partners

Direct Mail Expectations

Addressing Frequently Asked Questions on Factors that Contribute to the Creation and Success of a Direct Mail Campaign



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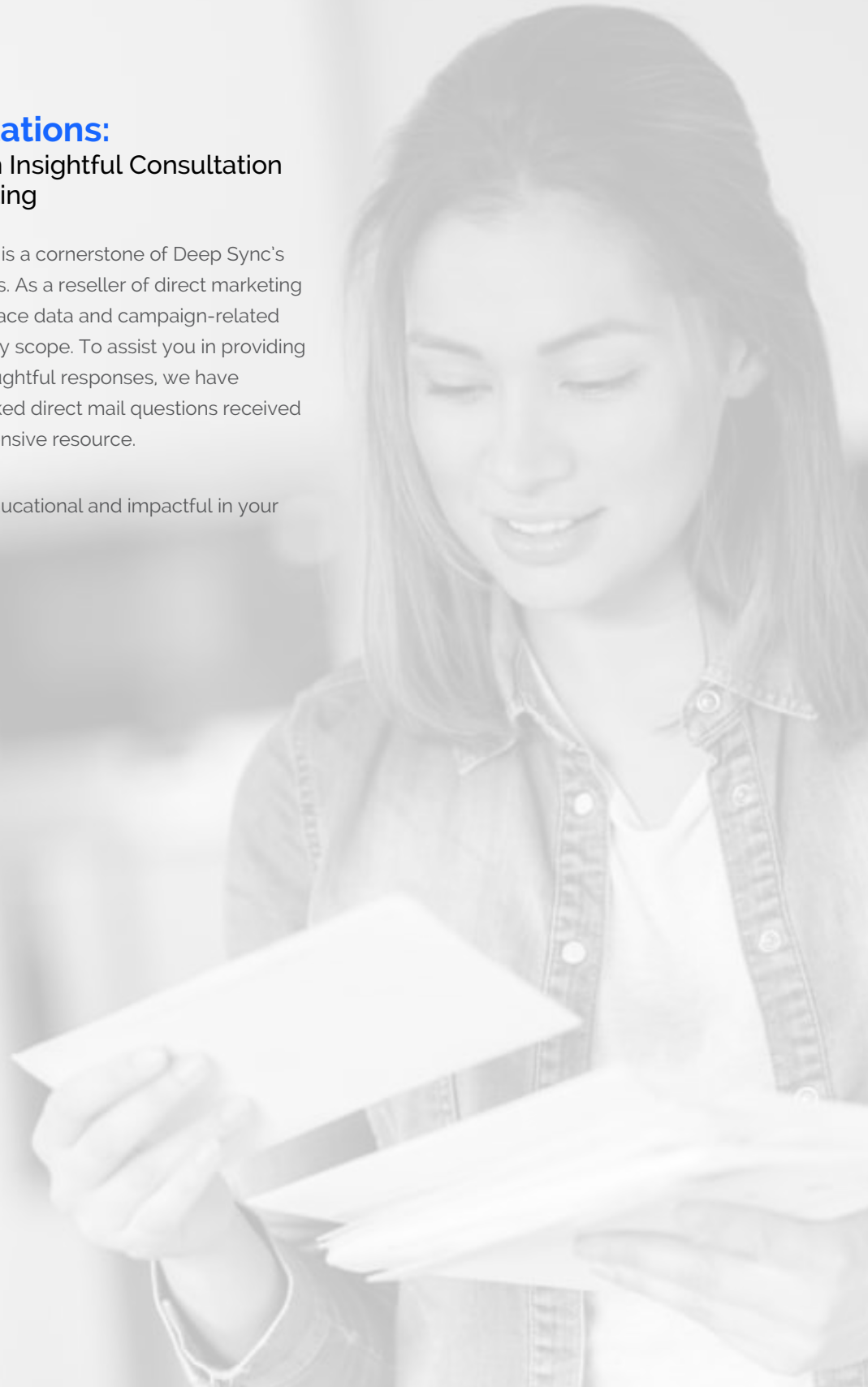
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Direct Mail Expectations: Provide Your Clients with Insightful Consultation About Direct Mail Marketing

The power of knowledge sharing is a cornerstone of Deep Sync's commitment to customer success. As a reseller of direct marketing products and services, you may face data and campaign-related questions outside your day-to-day scope. To assist you in providing your clients with prompt and thoughtful responses, we have compiled the most frequently asked direct mail questions received by Deep Sync into one comprehensive resource.

We hope you find the material educational and impactful in your daily client communications.





What are the key benefits of direct marketing?

Direct marketing offers numerous benefits, including the ability to create personalized communications delivered directly to current and prospective customers. Listed below are some of the key attributes of direct marketing.

Adaptable - Direct marketing works for all types of businesses, products, and services

Convenient - News of products and services is delivered directly into the hands of the consumer

Targeted - Messages can be directed to a specific audience or geographic market

Personalized - Images and messaging that appeal directly to the intended recipient can be applied

Actionable - Respond-by dates create a sense of urgency for the consumer to respond quickly

Measurable - All aspects of a direct marketing campaign can be measured and tracked

Testable - Campaign variables can be tested to determine which performs the best

Optimizable - Learnings can be applied to future campaigns to enhance their effectiveness





Why should my client consider direct mail as part of their marketing efforts?

Direct mail can be a powerful tool for brands, particularly when used in conjunction with other marketing channels. Listed below are some of the main reasons your client may want to consider using direct mail.

Targeted.

Audience segments that display specific attributes can be targeted with messaging that is relevant to their behaviors, needs, and wants

Tangible.

The tactile nature of mail creates a tangible connection between the brand and the recipient, ultimately making for a more memorable experience

Engaging.

Direct mail recipients are more likely to open and interact with physical mail, especially when it's personalized and suited to their needs

Impactful.

Well-designed, well-written mail pieces can help to build brand awareness and improve the overall perception of your brand

Reliable.

Direct mail data is anchored to a consumer's name and address, which makes it more reliable than some other identifiers, many of which are anonymous



A study between the United States Postal Service® and Temple University utilized neuromarketing tactics to explore how consumers engaged with and processed physical mail, ultimately finding that consumers **spent more time with physical ads, remembered them more quickly and confidently, and showed a stronger emotional response.**¹



What are the key components of a direct mail campaign?

Numerous factors directly impact the final outcome of your client's direct mail campaign. To assist them in the process, share these tried-and-true steps provided by direct marketing industry experts.

Establish the Objective.

Outline the primary objective of your campaign along with how you will measure your success

Select the Target Audience.

Determine who your intended audience is as well as their attributes/characteristics

Develop the Offer.

Generate excitement with an offer that is relevant and has a high perceived value

Establish a Clear Call to Action.

Tell your recipients exactly how to respond; include an expiration date to encourage them

Create a Compelling Visual.

Emphasize high-quality design, copywriting, materials, and printing

Track Your Responses.

Have a system in place to track responses, which will enable you to calculate conversions

Know Your Next Steps.

Have a follow-up plan that includes additional touchpoints to keep building awareness

Optimize Through Testing.

Improve your overall results by understanding how simple changes impact responses



- 72% of consumers read their mail immediately or on the same day as they bring it inside their residence²
- 62% of consumers said direct mail had inspired them to take action²
- 44% of consumers prefer direct mail as the channel of communication by brands the consumer doesn't have an established relationship with²



How are direct mail lists obtained?

Direct marketing lists can be obtained directly from list compilers as well as from trusted partners that have relationships with these compilers. Lists can be purchased through online platforms, or with the support of a direct marketing expert.

With Deep Sync, our lists are available for purchase online as well as through our Client Success team. To explore our online options, visit www.acculeads.com. Here you can review many of the most popular lists available on the market today as well as several complementary data services. Through AccuLeads, you (or your client) can run counts and place orders on demand, 24/7.

Not certain which list to select? Call Deep Sync for an objective recommendation based on the goals your client has for their campaign. Our team stands ready to help guide you through the list-purchasing process.

What options are available to create a targeted direct mail list?

One of the most critical decisions your client will make in the campaign planning process is which list to use. The goal is to choose an audience whose needs are likely to match the products/services their company offers. This can be accomplished with demographic targeting for consumers, firmographic targeting for businesses, or the selection of a hyper-focused niche list.

Listed below are some of the most popular attributes used to create targeted direct mail lists.

Consumer List Attributes

- Age/Date of Birth
- Family Composition
- Hobbies and Interests
- Homeowners/Renters
- Income
- Net Worth
- Occupation
- Presence of Children

Business List Attributes

- Job Titles/Functions
- Location Type
- NAICS/SIC Codes
- Nonprofits
- Number of Employees
- Office Expenses
- Sales Volume
- Years in Business

Need assistance identifying your client's specific market? A list of their current customers can be used to create a highly customized lookalike audience.



How are direct mail lists delivered?

Lists ordered on AccuLeads will be available for download within a matter of minutes. Lists ordered through the Deep Sync team are delivered via an FTP link for security. Generally speaking, these lists are available within 24 hours of your order being placed when submitted on a business day. Certain lists will require a longer turnaround time; your Client Success representative will provide those details before your order is placed.

Several file formats are available, including:

- ASCII Fixed
- CSV (Excel File)
- CSV with Header Row
- Comma Delimited Text File
- Tab Delimited Text File, and more

Once you receive the file, the information can be forwarded to your client or easily integrated into your printing process.

How are direct marketing lists compiled?

Direct marketing lists are compiled from numerous sources that are most commonly linked to public records, proprietary sources, and self-reported data. Some of the most common sources are noted below.

Residential Data

- Postal intelligence
- Consumer data overlays for contact names (where available) and U.S. Census[®]-based, carrier route-level demographic attributes

Business Data

- Annual reports
- Business directories and publications
- Corporate websites
- New business filings
- Utility connections
- Yellow page listings

Consumer Data

- Buying activities/transactional data
- Consumer surveys
- County assessor and recorder data
- Packaged goods manufacturers
- Product and warranty registrations
- Telephone directories

Move-Related and Property Data

- County assessor and recorder data
- Self-reported changes to credit card companies and magazine subscriptions
- Telephone companies



Student Data

- College directories
- Educational websites
- Proprietary surveys distributed in high schools nationwide
- Public records

In addition to a more-than-35-year history compiling our own **residential, consumer, business, move-related, property, and student datasets**, Deep Sync has long-standing relationships with the nation's leading data compilers, including in-house access to multiple premier databases and offline access to hundreds more.

How often are direct marketing lists cleaned?

In the majority of cases, Deep Sync's datasets are updated monthly. New and refreshed records are made available at this time. There are some exceptions specific to our move-related and new homeowner offerings. Those datasets are updated more frequently to ensure that the freshest, most relevant data is available to our clients. Update schedules for our most popular datasets follow.

- Resident Data: Monthly
- Consumer Data: Monthly
- Business Data: Monthly
- Student Data: Monthly
- Pre-Mover and Pending Mover Data: Rebuilt from scratch weekly
- New Mover Data: Twice a week
- New Homeowner Data: Weekly
- New Connect Data: Weekly

What processes do mailing list compilers use to keep their lists clean?

The integrity of Deep Sync's data is maintained through the regular application of data hygiene and suppression processes. In addition to keeping address information up to date, these processes help to prevent undesirable profiles from entering the marketing stream.

Deep Sync's preferred providers take the same approach to maintaining the highest-quality data. While each compiler uses its own proprietary list of processes, most include the best practices outlined below.



Hygiene Services

CASS™ Processing - Standardizes addresses to meet USPS® requirements while benefiting from the correction of ZIP Codes and the addition of key address elements

NCOA^{Link}® Processing - Aids in compliance with Move Update guidelines when new addresses for individuals, families, and businesses that have moved and filed a change of address with the Post Office are applied

LACS^{Link}® Processing - Identifies addresses that have been converted by local authorities as well as those that have been renamed or renumbered

DSF²® Processing - Improves the deliverability of mailing addresses by validating individual delivery points, identifying business from residential addresses, and more

Suppression Services

- Bankruptcy Suppression
- Deceased Suppression
- Do Not Mail/Do Not Call Suppression
- Opt-Out Suppression
- Prison Suppression, and more

Should my client use First-Class Mail® or Marketing Mail®?

Many factors go into determining the class of mail that will be best suited for your client's campaign, including the type of creative being used and the needed in-home delivery date. The type of list used can also influence the decision, particularly in the case of a residential mailing (also known as a saturation mailing). These lists are designed to be mailed via Marketing Mail; sending them via First-Class Mail can result in a very high rate of returned mail pieces.

When you have specific in-home dates, First-Class Mail delivers within 2 – 3 business days and will provide you with return service for addresses that were undeliverable.

Will all of the records that my client mails be delivered?

When mailing to consumers, your client can anticipate a deliverability rate of 90% or higher. For a business mailing, your client can anticipate that 85% or more of the records will be delivered. Do encourage your client to mail as soon as possible after receiving their list to maximize deliverability.



Is my client able to add telephone numbers to their mailing list?

Yes, telephone numbers can be added to your client's mailing list for an additional fee. The telephone numbers we provide have been processed using the National Do Not Call list and/or State Attorney General Do Not Call lists (unless otherwise noted).

To order telephone numbers, you will need to provide a valid Subscription Account Number (SAN). To register for a SAN, please visit www.telemarketing.donotcall.gov. While the telephone numbers Deep Sync provides are pre-scrubbed, we recommend that additional compliance measures be taken before your client begins their telemarketing campaign. Ask your Client Success representative for additional details.

Is my client able to add email addresses to their mailing list?

In the majority of cases, email addresses can be added to your client's mailing list for an additional fee. Please contact our Client Success team to discuss the options that are available.

Is my client able to use this list for matching display and/or social media campaigns?

Pairing direct mail initiatives with digital campaigns creates additional opportunities for engagement where consumers spend their time online. Consistent messaging across channels drives awareness and a variety of touch points makes responding easy.

Generally speaking, prospect lists obtained through Deep Sync can be used for digital campaigns. Please contact our Client Success team to discuss the options that are available, which include activation for existing direct mail lists.



What type of response rate should my client expect to see?

Over the past several years, direct mail response rates have been showing a steady rate of increase. This is likely due to a number of factors, including the integration of multiple channels to amplify overall campaign effectiveness and increase response rates. Other relevant factors include the increased use of personalization and the ability to physically interact with the mail piece itself.

According to the ANA's 2023 Response Rate Report, marketing executives reported a 15.6% response rate for campaigns utilizing house lists and a 10.8% response rate for prospect lists. It is important to note that while compelling, these results were generated from a small sample size and should only be considered for informational purposes.

Generally speaking, industry experts agree that when direct mail campaigns are prepared using compiled prospect data, your client can anticipate a response rate of .5 – 2%. When their first-party data is used, the response rate tends to be somewhat higher.



According to the 2023 Direct Mail Marketing Benchmark Report by Sequel Response:

- 49% of marketers use direct mail for customer acquisition; it's also a popular channel for customer retention and brand awareness programs³
- 70% of marketers reported direct mail performance has improved over the last 12 months³
- 3 out of four marketers say direct mail is far more effective than people think³

My client would like more leads than they first received. Can they mail this list again?

Multiple touches are a highly recommended way for your client to promote their products and services while establishing their brand. Lists rented for multiple uses enable your client to mail to those consumers or businesses as often as they would like for one calendar year. With a single-use list rental, your client may only use the list once. Multi-use upgrades may be available. Please contact our Client Success team to discuss the available options.



Now that my client has the data, can they add it to their database?

The direct marketing list that has been delivered to your client has been rented for a specific purpose and time frame and cannot be added to their database for continued use. As recipients of their direct mail messages begin to make inquiries and purchases, those names and addresses can be added for future retention and loyalty initiatives.

How can my client increase the likelihood that their mail will be opened?

Here are two expert tips that you can apply to your client's next direct mail campaign to help increase the likelihood of their intended recipients taking notice.

Start at the Envelope

The first step in attracting attention is delivering a design that sets the mail piece apart from the rest. Emphasizing quality design, printing, and materials will go a long way as direct mail is tangible and will be handled by the recipient. Here are some additional ideas to recommend:

- Send a colored envelope and print your letter on matching paper
- Enclose a sample or premium to add volume and weight to the envelope
- Use a padded mailer to pique the recipient's interest
- Send an oversized postcard that is printed in color on both sides



The following direct mail formats are the most popular among marketers utilizing prospect lists for their campaigns.

- Letter-Sized Envelopes: 67%
- Postcards: 62%
- Catalogs: 48%
- Oversized Envelopes: 29%

When mailing to their customers, postcards, letter-sized envelopes, catalogs, and dimensional mailers were most preferred.⁴



Apply Personalization Liberally

In direct mail, personalization is key. With personalization or customization, your clients can create a mail piece that has a "one-to-one" appeal as opposed to that of standard mass mail pieces. When thinking personalization, you can recommend that your client:

- Use the consumer's name within the messaging
- Vary the images used based on the demographic/lifestyle interests of the recipient
- Adjust the messaging to appeal to the needs of the audience
- Use a hand-addressed envelope

What if someone my client mailed wants to be removed from the list they used?

First, your client should compile a list of opt-out requests that can be applied to future campaigns; this will become their master suppression file.

For opt-out requests related specifically to Deep Sync datasets, the consumer can submit an email to privacy.compliance@deepsync.com with the name and address to be removed (as it appears on the mail piece received). The consumer can also visit Deep Sync's online webform at <https://privacy.deepsync.com> to submit their opt-out request.

Additionally, the concerned individual can be referred to the Association of National Advertisers' [DMAChoice](#) program. DMAChoice allows consumers to indicate preferences on the types of mail they would like (and would not like) to receive. Reputable direct marketing compilers utilize the ANA's mail preference lists to ensure that consumer choice is honored.



For additional information on the topics discussed here, please feel free to contact a member of the Deep Sync team for assistance by calling 888-970-7248 or emailing connect@deepsync.com.

About Deep Sync

Deep Sync is the industry leader in deterministic identity and AI-powered data solutions. Leveraging our 35-year foundation of compiling direct mail-grade datasets, Deep Sync develops data-first technologies that power marketing, measurement, AI, and business intelligence for agencies and brands with our fully deterministic identity graph, privacy-first audiences, comprehensive data solutions, and integrations with leading platforms and cloud providers.

Sources:

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