



incremental media

Package Inserts: Direct Mail at 10% Of The Cost
09.12.24



To Start

What even is insert media?

My wife:

When I first started at Incremental Media, my wife was confused about what a package insert even is. It's print ads but doesn't come in the mail?

One day...

...she bought something from a large retailer and inside were printed pieces of paper from non-competitive brands. She left them on the counter and when I got back from work she ran up to me and excitedly showed me the inserts. "Is this an insert?" she asked.

Yes!

Finally it clicked in for her 😊.

She wasn't alone: Most people, especially marketers, don't know what inserts are...

...Or how to incorporate them into their marketing mix. The good news is inserts are just like direct mail, with some slight differences, but you can take the majority of what you know about direct mail and apply it to inserts.





Brands Today

The Situation

The Problem

Direct mail is getting more and more expensive. Postage increases used to be every few years. Now they are every few months.

Our Purpose

Help brands acquire new customers in package inserts, where you can reach customers *without* worrying about postage rates increasing... because you don't pay for postage!

The Opportunity

Inserts can scale significantly, just like direct mail, to 8 figures a year in media spend.

Media Channels

What are inserts?

What it is

Inserts ads into formats like packages

Types of Inserts

Package Inserts // Catalog Blow-Ins // Ride-Alongs
Billing Statements // Co-Op Mailings

Targeting by Category

Cooking, baby, beauty, new moms, seniors, women's apparel

Been Around 50+ Years

With the rise of eCommerce, there's been a big resurgence in interest



Company

Background on Incremental Media



19 Years

IM started back in 2005 and has grown to over 20 employees.



Three Core Categories

Focused on DTC, Lead Generation, & Senior Brands.



Client-Side Experience

We've been in your shoes. We come from client side with decades of DTC and customer acquisition experience.



Employee Longevity

The average tenure of our Account Directors is 10 years. In other words, you are getting a team with experience...





The Insert Landscape

Two Main Audiences

Affluent Female

Food Subscription Boxes

HelloFresh. Tovala. Blue Apron. There are dozens of food subscription boxes that offer inserts into their packages.

Apparel

Kohls. Macy's. Nordstrom's. Apparel brands have significant scale and less duplication than food subscription boxes.

Other

Fanatics. SodaStream. StockX. New Mover programs. Every day there are new insert programs coming onto the market as brands need revenue to help offset shipping costs.

Often these are hand-drops. This means an insert is dropped into the package by hand, which makes it more responsive, and garners a higher CPM.

Adults 60+

General Merchandise

Hammacher Schlemmer. Dr. Leonard's. Many general merchandise companies offer inserts in their packages.

Health & Wellness

Health books. Supplement suppliers. These companies have high package volume and extremely responsive audiences.

Retailers

Paula Young. HSN. JTV. Large catalogers and retailers have seen the benefits of offering inserts in their packages.

Often these are collated into envelopes. This means a brand's insert is in an envelope with non-competitive brands that says "Special Offers For Our Customers". This garners a lower CPM.



Example Insert Programs

Insert Programs

Affluent Female



Adults 60+





Prominent Insert Brands

Insert Marketers

Affluent Female



Firstleaf

naked wines



HEXCLAD

HYBRID COOKWARE

HARRY'S

NOM
NOM

Leaf Filter

Adults 60+



MDHearing

AARP



SoClean

Consumer Cellular



Globe Life

Physicians Mutual



safestep

Insight

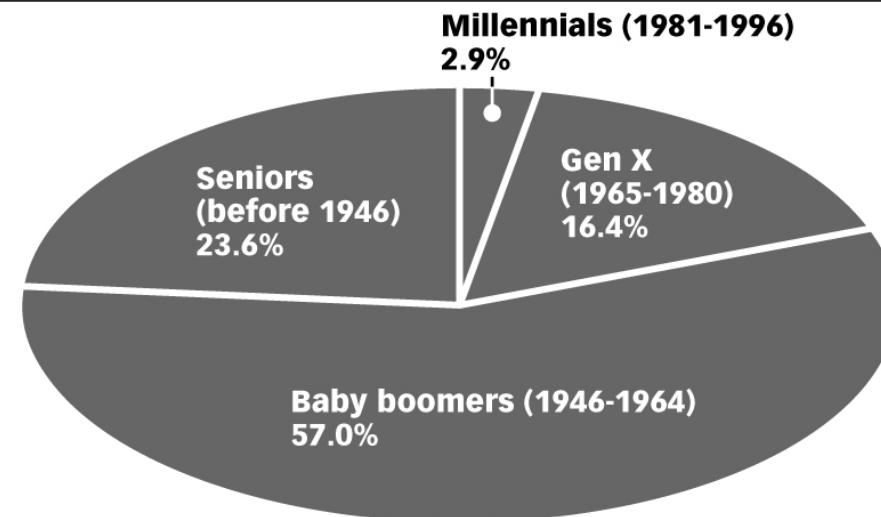
The Boomers Have the \$\$\$

80.6% of the wealth in the US is with people over the age of 55.

If you aren't marketing to these people, you aren't marketing to the majority of wealth in the US...

US Household Wealth, by Generation

% of total wealth



Note: includes assets, including real estate, pensions, corporate equities and durable goods; numbers may not add up to 100% due to rounding
Source: Federal Reserve Board, "DFA: Distributional Financial Accounts: Distribution of Wealth in the US"

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www.eMarketer.com



Pricing



Affluent Female

\$0.06 - \$0.08 per insert



Adults 60+

\$0.03 - \$0.04 per insert

Brands don't pay for **postage**. The company sending out the package does. That's a **huge** savings!

Examples

Creative – 2 Panel



The Original GREEN PAN

WANT TO START ANY MEAL HEALTHIER?

You've got all the ingredients to make a delicious meal, but what about your pan? Our PFAS-free ceramic nonstick is the first and best alternative to traditional coatings. Healthy, easy cooking starts with GreenPan.

33% OFF YOUR NEXT PURCHASE

USE CODE OFFER2 AT TRYGREENPAN2.COM FOR 33% OFF YOUR NEXT ORDER FOR MORE INFO CALL 1(877)926-6526

Front



The Original GREEN PAN

THE ORIGINAL TOXIN-FREE CERAMIC NONSTICK

Made Clean
Crafted with recycled materials and solar power

Free of PFAS & PFOA
The easiest, best, and healthiest way to cook every meal

Innovative Tech
We've pioneered healthy nonstick cooking and so much more

33% OFF YOUR NEXT PURCHASE

SCAN & SAVE

COOKWARE

APPLIANCES

BAKEWARE

ACCESSORIES

Free Shipping
on orders over \$125

Gift with Purchase
on orders over \$275

60-Day Returns
we want to make it hassle-free

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Back

Examples

Creative – 4 Panel

NOM NOM
REAL, GOOD FOOD FOR DOGS

60% OFF
YOUR FIRST ORDER & FREE SHIPPING

Nom Nom delivers fresh food packed with the essential nutrients dogs need at every stage of life. It's time to feel good about the food in your dog's bowl.

GET 60% OFF & FREE SHIPPING
[TRYNOM.COM/NOW18](https://trynom.com/now18)

Front

FORMULATED BY PET EXPERTS

There are fewer than 100 Board Certified Veterinary Nutritionists in the US, and we happen to have two of them in our corner. They create each Nom Nom recipe to the nutritional levels established by AAFCO Food Nutrient Profiles. They believe (and we agree) that feeding our pets well is the best way to prevent chronic disease. We put our all into each of our recipes. Quality proteins and vegetables come together with targeted vitamins and minerals to provide the essential nutrients dogs need at every life stage. No fillers. No nonsense.

Dr. Caitlyn Gotty
DVM, PhD, DACVIM (Nutrition)

INGREDIENTS YOU CAN SEE

Nom Nom recipes come uniquely portioned for your pet's health, made with real, whole ingredients and packed with vital vitamins and nutrients they need.

HOW IT WORKS

Tell us about your dog
We'll make recommendations and help you build a meal plan based on their unique needs.

Made to order
Our team will start prepping and portioning their meals in our own USA kitchens.

Next stop? Your door
We'll pack your meals so they stay cold, fresh and bursting with flavor and nutrients.

Just pour and serve
Then watch them devour. They love Nom Nom. You love knowing how good it is for them.

Inside Left

TAILORED FOR THEIR NEEDS

Backed by science
Every meal is calculated using an algorithm developed by our scientists based on the most recent research in veterinary nutrition.

Personalized for your dog
We look at age, weight and activity level to help you find the perfect recipe for your dog based on their diet history (hello sensitive tummies and picky eaters).

Portioned to the calorie
We pre-measure and portion each meal to match your dog's unique health goals – right down to the calorie. All you have to do is pour and serve.

60% OFF
YOUR FIRST ORDER & FREE SHIPPING

HOW NOM NOM COMPARES

	NOM NOM	OTHER BRANDS
Formulated by our in-house Board Certified Veterinary Nutritionists	✓	✗
Pre-portioned meals based on your dog's unique dietary needs	✓	✗
Prepared, mixed and packed with care in our own USA kitchens	✓	✗
Personalized health insights created by our team of scientists	✓	✗

GET 60% OFF & FREE SHIPPING
[TRYNOM.COM/NOW18](https://trynom.com/now18)

Inside Right

SEE WHAT THEY'RE BARKING ABOUT

"Mya has suffered from colitis & IBS for many years, and she's also the pickiest with food. Since being on Nom Nom she is eating much better & has perfect poop!!!"
– Kristen D

"Jones is a rescue and he came to us with a "very" sensitive stomach. Since starting Nom Nom, his stomach has been doing well, and I didn't think his fur could get any softer."
– Sarah K

"Tula gets so excited when it's mealtime. She no longer has skin issues, her coat looks wonderful and her stools are the best they've ever been. I can't imagine ever feeding her anything but Nom Nom!"
– Laura P

GET 60% OFF & FREE SHIPPING
[TRYNOM.COM/NOW18](https://trynom.com/now18)

60% off on first subscription order is restricted to new customers only on purchases on nomnomnow.com or related sites and may not be combined with any other offer or promotion. Excludes prior purchases, sales tax, shipping & handling and any other charges. Discount is forfeited if product is returned. Limited to one per customer. Void where prohibited by law.

Back



Media Channels

Attribution

Direct Attribution

- Promo code, QR code, URL, or Phone Number
- If possible, do a unique URL (TryBrand24.com) not a vanity URL (Brand.com/INSERT). You'll see much better attribution!

Post-Purchase Surveys

If a brand has a survey we recommend adding certain language into the survey to connect the dots on attribution. If a brand is doing other offline marketing, like direct mail, we recommend **“FLYER IN PACKAGE”**. If a brand isn't doing offline marketing at all, we recommend **“MAIL (POSTCARD, FLYER, INSERT)”**

No matchback ☹️

With very rare exceptions, we cannot do a matchback, so a post-purchase survey is critical to understanding performance!



The attribution you can (and cannot) get from package inserts

The attribution is very similar to podcasts, but there's some upfront work to getting the attribution right.

CPA Goal - \$50			
Programs	Promo Code Sales	CPA - Promo Code Only	CPA - Including Post-Purchase Survey
Program 1	44	\$ 97	\$ 26
Program 2	58	\$ 131	\$ 35
Program 3	41	\$ 209	\$ 56
Program 4	31	\$ 229	\$ 61

Inserts**FAQ's****Who prints the inserts?**

It is the responsibility of the brand (or agency) to print the inserts and ensure they are shipped wherever they need to be on-time.

What brands work best for inserts?

Inserts work best for general interest brands (Wine subscription, food subscription, dog food, furniture, etc.) that require less targeting than direct mail, so they get the benefit of direct mail without paying \$0.40+ to reach someone.

Why will inserts work for my brand?

You reach a proven buyer

Minimal clutter

Large ad format

Can target by product category



Sister Channel

Other Forms of “Inserts”: Shared Mail

What it is

Sharing the cost of sending mail to an individual or household

Example Programs

Money Mailer // Valpak // Clipper

Welcome Wagon // Welcome Home // Our Town

RSVP Card Decks

FSIs & Shared Mail Wraps

Why it Works

Sub \$10 CPMs for large format ad

Targetable by indexes

Audiences know it for discounts especially in home services



Inserts

Typical Test

\$50k

Can go as low as \$30k to get an initial read

800k pieces

To do an A/B creative test or format test

4-6 Insert Categories

To determine what works best for a brand

Food subscriptions vs. apparel vs. new movers



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Contact Info:

Eric Smith

esmith@incrementalmedia.com

Let's test inserts together!

