

SHHH... INSIDER DIRECT MAIL TIPS



SEQUEL
RESPONSE

PROVEN MARKETING. CONTINUAL RETURNS.

SESSION AGENDA

- ▶ Explore real world insights from marketers and consumers on direct mail use and sentiment
- ▶ Gain exclusive insider tips and strategies from leveraging mail as a cornerstone acquisition channel
- ▶ Learn how mail's audience targeting capabilities are elevating digital advertising programs for profitable growth



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POLL: MAIL INVESTMENT

In the last 12 months, have direct mail investments increased, decreased, or stayed consistent?

1 INCREASED

2 DECREASED

3 CONSISTENT

IN THE LAST 12 MONTHS

61%

OF MARKETERS HAVE
INCREASED THEIR DIRECT MAIL
INVESTMENT

CHANNEL GROWTH SINCE 2023

SEO
UP 4.3%



DIRECT MAIL
UP 24.5%



**PAID SEARCH
PROGRAMMATIC**
UP 2.1%



EMAIL
UP 5.5%



POLL: MAIL INVESTMENT

In the next 12 months, do marketers expect direct mail investments to increase, decrease, or stay consistent?

1 INCREASE

2 DECREASE

3 CONSISTENT

IN THE NEXT 12 MONTHS

54%

OF MARKETERS EXPECT TO
INCREASE THEIR DIRECT MAIL
BUDGETS

CHANNEL GROWTH IN THE NEXT 12 MONTHS

PAID SOCIAL

49%



DIRECT MAIL

54%

INFLUENCER

45%



EMAIL

51%



**IF YOUR DIRECT MAIL
BUDGETS ARE SHRINKING,
IT'S TIME TO RETHINK YOUR
TESTING STRATEGY.**



POLL: MAIL ENGAGEMENT

How often do you engage with (touch, notice, reach or act on) your physical mail?

1 DAILY OR MORE

2 WEEKLY

3 MONTHLY

DIRECT MAIL ENGAGEMENT

72%

OF CONSUMERS ENGAGE WITH
DIRECT MAIL EACH WEEK

CONSUMER SENTIMENT AROUND MAIL

25%

PURCHASE WHAT
WAS ADVERTISED



67%

ENJOY RECEIVING
DIRECT MAIL



46%

ENJOY LEARNING ABOUT
NEW BRANDS,
PRODUCTS, AND
SERVICES WITH MAIL



4

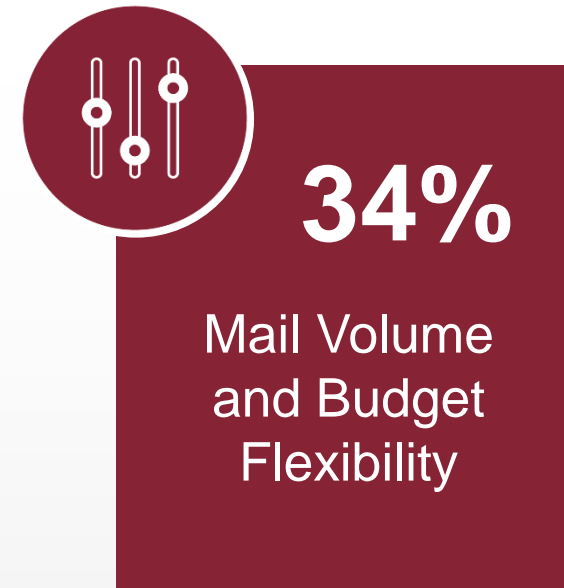
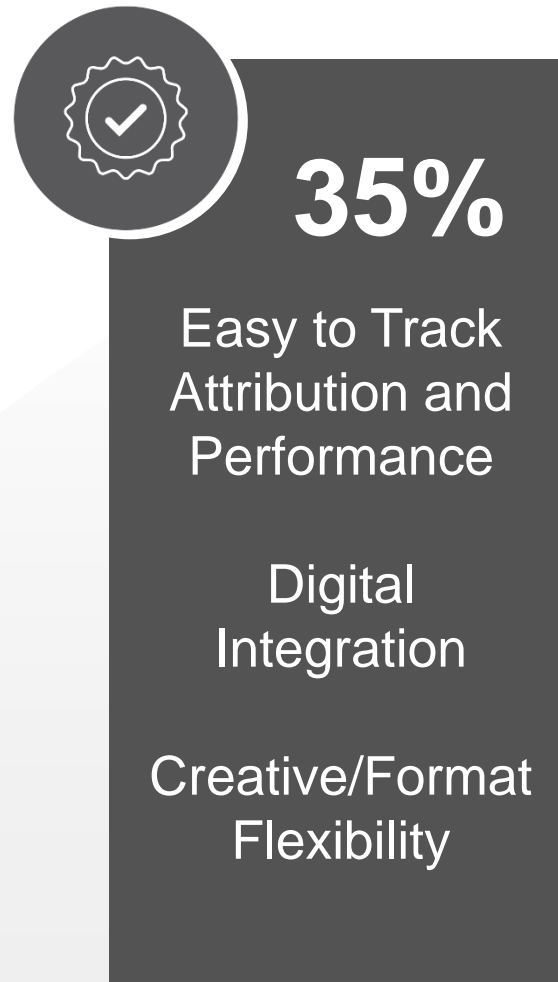
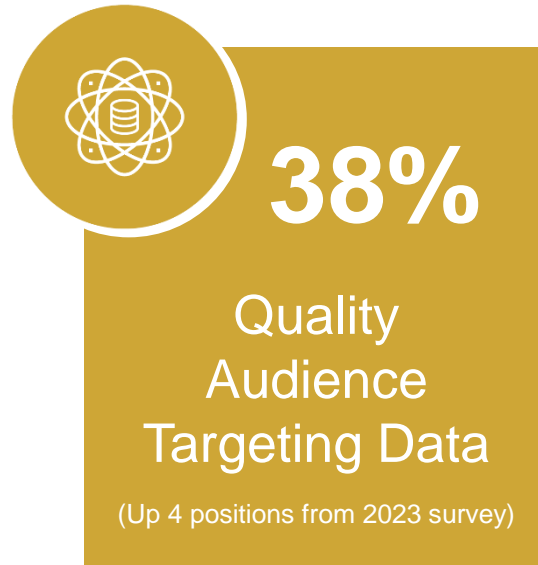
MAIL IS A TOP
INFLUENCE ON
PURCHASES



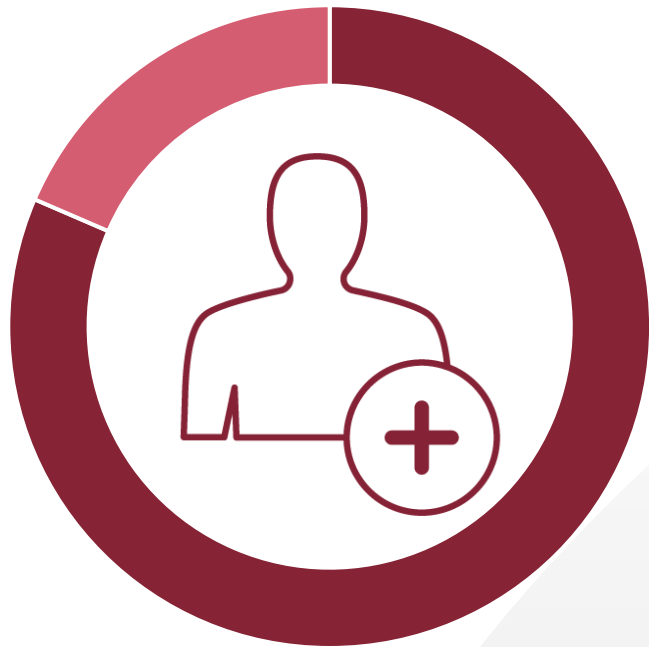
**IF YOUR CAMPAIGNS
CONSISTENTLY
UNDERPERFORM, YOU
HAVE A DISCONNECT
BETWEEN STRATEGY AND
AUDIENCE PREFERENCES.**



TOP THREE ADVANTAGES OF DIRECT MAIL



AUDIENCE TARGETING & ROI



40+% of direct response budgets are allocated for customer acquisition campaigns



66% spend less than \$150/acquisition on mail



90% agree an integrated strategy has a positive impact on campaign performance.

OFFLINE DATA = TARGETING PRECISION



House data

- Leads
- Expires
- Cancels
- Lapsed
- Winback
- Upsell
- Cross-sell
- Abandons
- Pixel to Postal



Prospect Data

- List Rental Files
- Complied/ Aggregated Databases
- Co-Operative Databases
- Hotline Trigger Files



Credit Data

- Experian
- Transunion
- Equifax



BONUS:
DIGITAL PROSPECTING REINVENTED

CASE STUDY

Home Services Brand Finds Profitable Scale with Offline Data

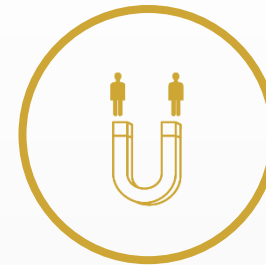
CHALLENGE

A home warranty brand was eager to determine if other marketing channels could acquire customers at a comparable scale and CPL as its direct mail program.

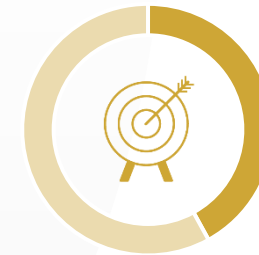
SOLUTION

SeQuel recommended a digital strategy fueled by offline data models and engaging creative.

RESULTS



2MM+ impressions
served to 382K
unique prospects



Campaign **reduced**
CPL by 42%



Offline audiences
produced **26%**
lower CPA

THANK YOU



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Q&A