

Reimagining Workhorse Packages & Crushing Postal Rates!

Reimagining Direct Mail

Agenda

- 1 Industry Trends
- 2 Workhorse Packages
- 3 MergedMail™ by Quad

Industry Trends



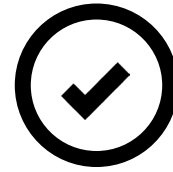
Immediacy

The Amazon effect has changed consumers expectations



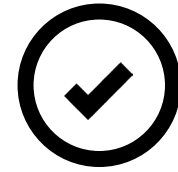
QR Code Explosion

1:1 QR Codes continue to enable an easy connection to the consumer



Connecting DM to Media

Campaign effectiveness elevates when connected to other media channels

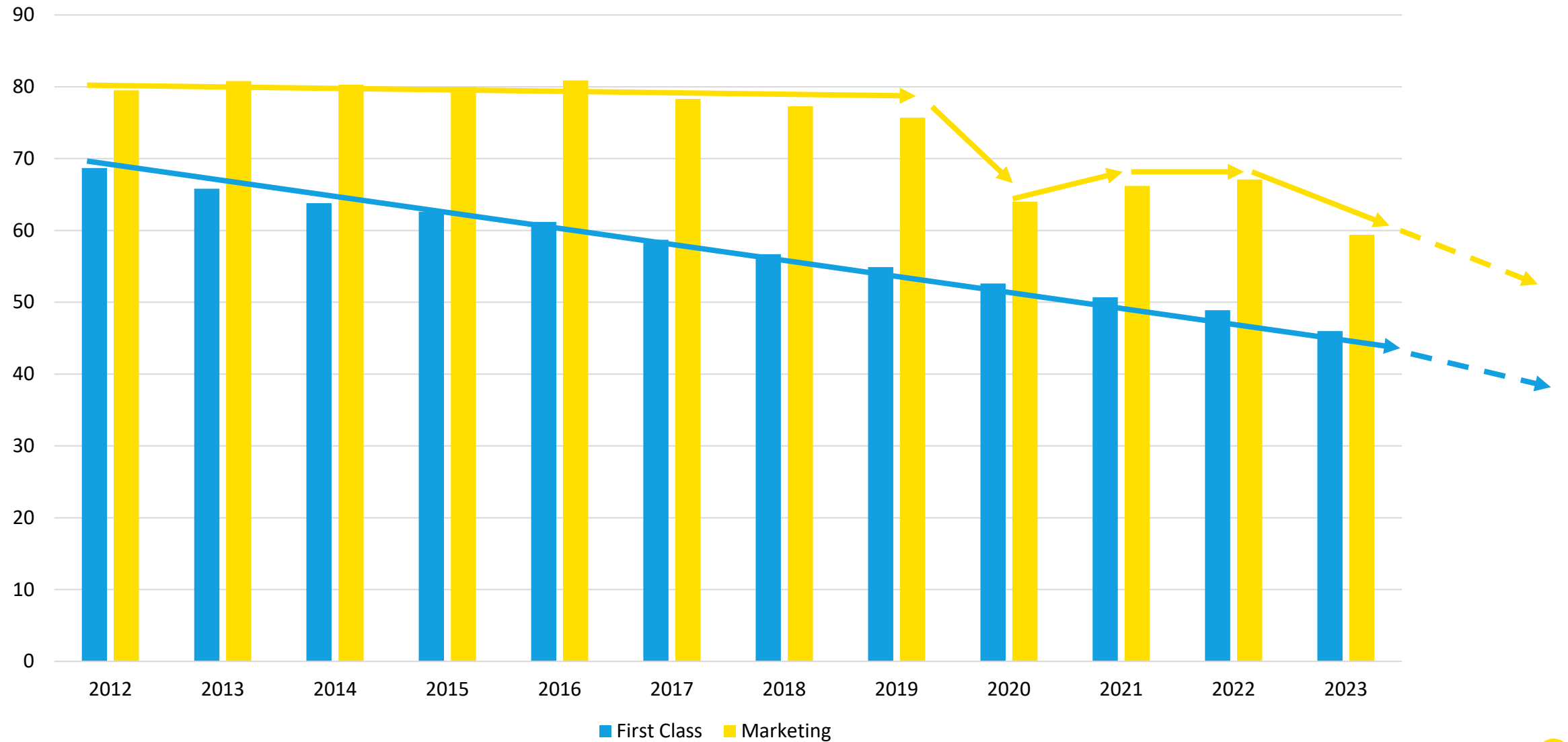


Disruptive Postage Increases

Major increases in postage have put this marketing channel under pressure!

Industry Trends: Postal Volumes

Piece Volume in Billions



Postal Rates



Price List

Notice 123 • Effective July 14, 2024

Postal Explorer® pe.usps.com

USPS Marketing Mail

Commercial Letters

Carrier Route & Automation

	Entry ¹⁶ Discount	Carrier Route ^{1,2,4,5,8,9,10,11,15}				Automation ^{1,4,7,15}		
		Saturation	High Density Plus	High Density	Basic	5-Digit	AADC	Mixed AADC
Letters weighing 3.5 oz. or less per piece price	None	\$0.237	\$0.264	\$0.338	\$0.610	\$0.345	\$0.380	\$0.402
	DNDC	0.213	0.240	0.314	0.586	0.321	0.356	0.378
	DSCF	0.210	0.237	0.311	0.583	0.318	0.353	-
	DDU	-	-	-	-	-	-	-



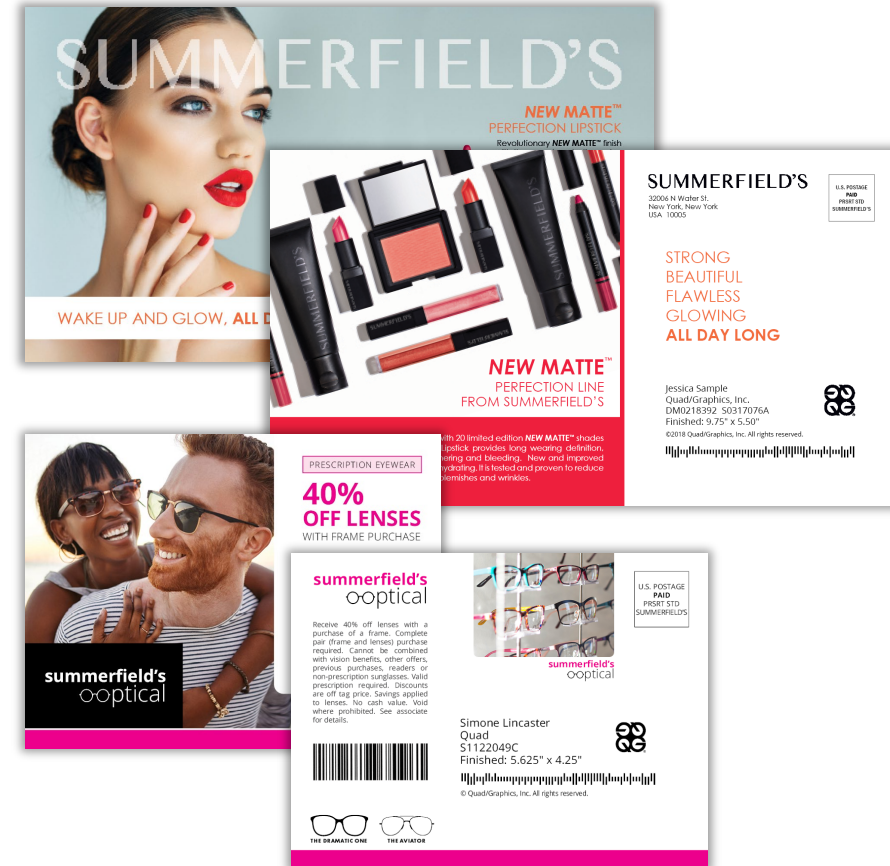
Workhorse Packages

Workhorse Packages

#10 Window Envelope



Postcards



MergedMail™

Direct Mail's biggest secret is now out!

- Reinvents standard direct mail with 100% variable content on postcards, letters and envelopes
- Offers low pricing, no commitments and no prepurchase inventory costs
- Weekly production on both coasts for quick delivery
- Allows easy testing of messaging and offers, just like email

Simple, Fast, Cost-Effective!



MergedMail™ - Solutions

#10 Envelope w/ Letter

Letter

8.375" x 10.75" folds to 3.75"

Fully Variable Digital Print

61# digital opaque paper

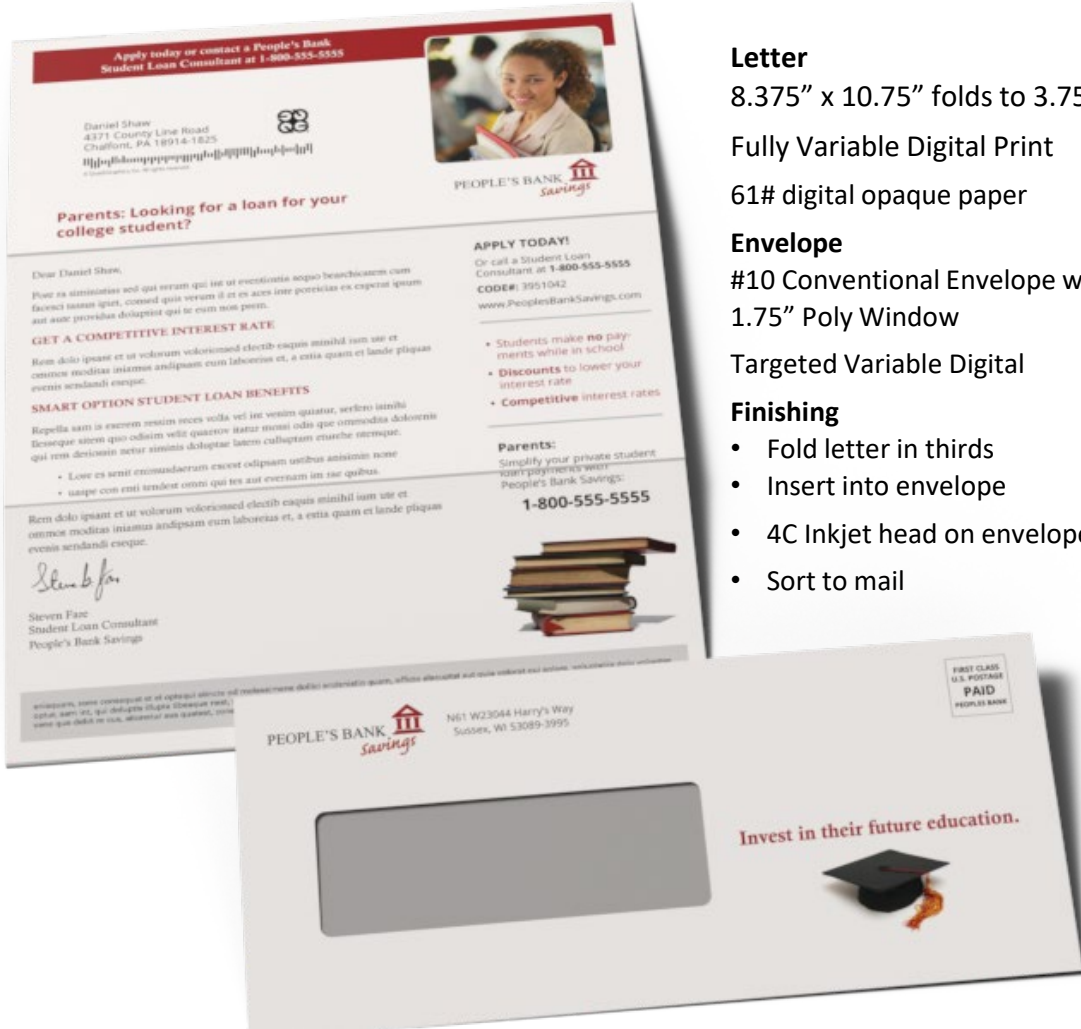
Envelope

#10 Conventional Envelope with 4.50" x 1.75" Poly Window

Targeted Variable Digital

Finishing

- Fold letter in thirds
- Insert into envelope
- 4C Inkjet head on envelope face
- Sort to mail



6 x 9 Postcard

6.0" x 9.0"

Fully variable digital rint

9pt gloss paper



How it Works

Campaign 1
Summerfield's

Fully Digital Print

Campaign 2
People's Bank

Apply today or contact a People's Bank branch. Loan commitment at \$100,000.

Parents: Looking for a loan for your college student?

APPLY TODAY!

1-800-555-5555

Campaign 3
Thomasville's Auto

THOMASVILLE'S AUTO NOT A CHECK

Get five hundred cash back when you trade in your car for your new car.

0% APR FOR UP TO 60 MONTHS

Zero Down

0% APR FOR UP TO 60 MONTHS

0% APR FOR UP TO 60 MONTHS

Campaign 4
Princeton's Telecom

TELECOM

Up to 5 LINES
No Data Caps!
100 Channels+

89.97

High Speed Internet

Campaign 5
Home & Auto Inc.

Home & Auto, Inc.

Save when you Combine your Home & Car Policy!

1-800-555-1234

Campaign 6
Welcome Home

welcomeHome collection

THANK YOU

Home

Fast and free shipping! Same day pickup

Campaign 7
Guardian Coverage

The Little-To-Big® Insurance Plan

Secure your child's financial future today

Up to \$50,000 in Whole Life Insurance!

Guardian Coverage

Campaign 8
CreditPLUS

CreditPLUS

Get the facts about the VarsityCredit® Card and compare.

Color Zone

PEOPLE'S BANK

Invest in their future education.

THOMASVILLE'S AUTO

0% APR FOR UP TO 60 MONTHS

0% APR FOR UP TO 60 MONTHS

TELECOM

100+ Channels to choose from!

Home & Auto, Inc.

Save Money

welcomeHome collection

SAVE 20% on select items

The Little-To-Big® Insurance Plan

Protect what's most important in your life.

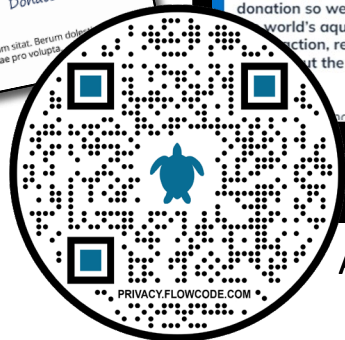
CreditPLUS

Get the facts about the VarsityCredit® Card and compare.

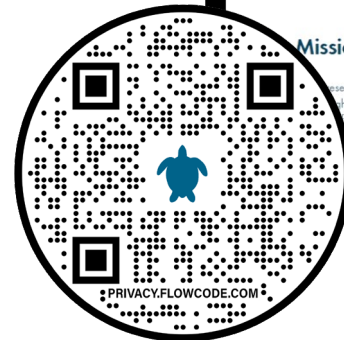
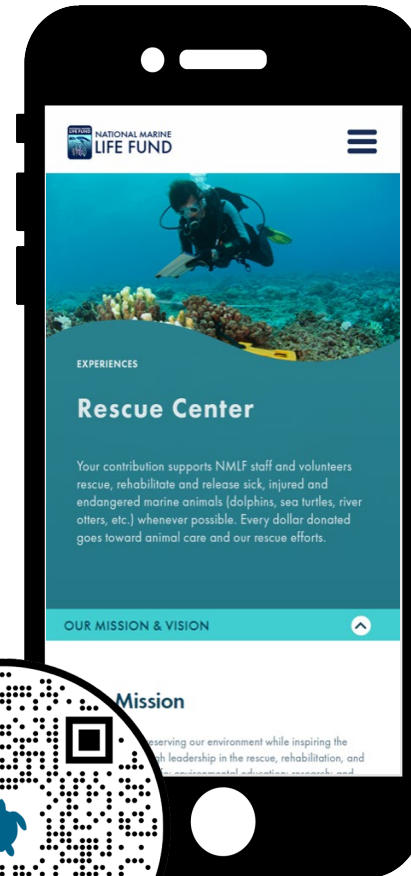
4.25" Four Color Hd

4.25" Four Color Hd

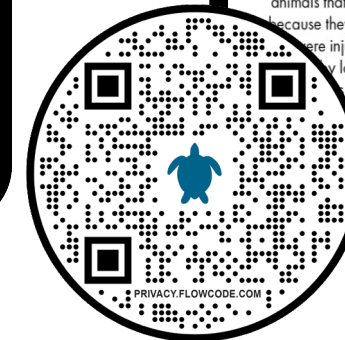
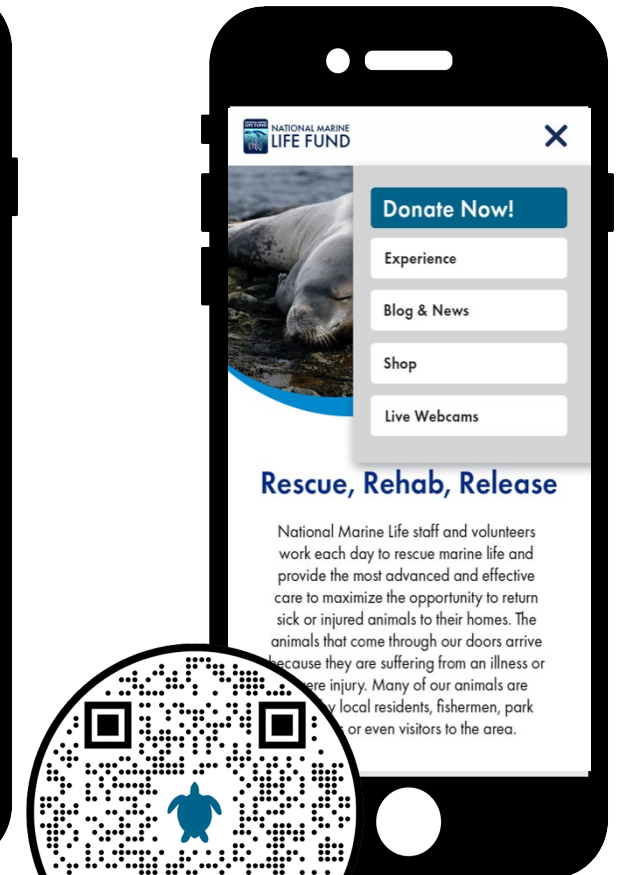
Increase Engagement With 1:1 Flowcodes™



Acquisition



Thank You



Lapsed

Program Benefits

- Access to digital platform – unlimited personalization
- Full personalization unlocks 1:1 Flowcodes
- Testing no longer adds any additional cost
- Achieve scale every week
- No Inventory
- Lowest total cost



Q&A

