

**LIFT**<sup>®</sup>



# **RULES**

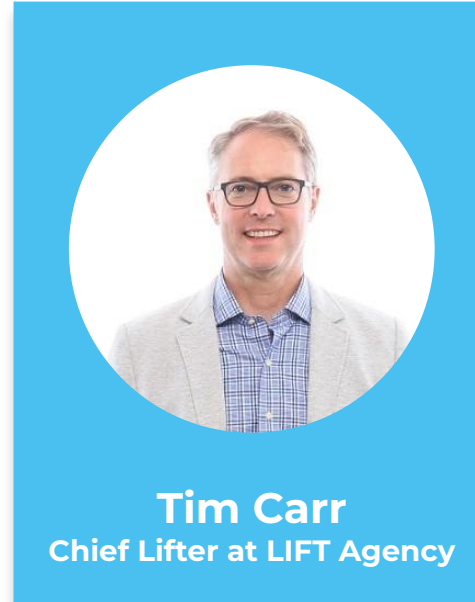
**TO OPTIMIZE YOUR  
MAIL RESPONSE**



# MEET YOUR PRESENTER

Tim Carr, the Chief Lifter at LIFT Agency, has over 20 years of experience in performance marketing.

He founded LIFT Agency in 2003 after serving as a Creative Director at AOL, where he optimized hundreds of direct marketing campaigns, including the renowned CD-ROM direct mail program. Originally from Wisconsin, Tim is a dedicated Packers fan amidst a crowd of 49ers supporters in the Bay Area.





# PROVEN TRACK RECORD FOR DIRECT MAIL PERFORMANCE

Spectrum▶



((SiriusXM))

facebook

LendingClub

CONDÉ NAST

amazon

proactiv.

+ GoodRx

EQUINOX

sling

CREDO  
mobile

/Sparklight

ENDURANCE 

 Frontpoint

metromile

PRESENTING

# 8 RULES

TO OPTIMIZE  
YOUR MAIL  
RESPONSE







# 8 RULES TO OPTIMIZE YOUR DIRECT MAIL RESPONSE

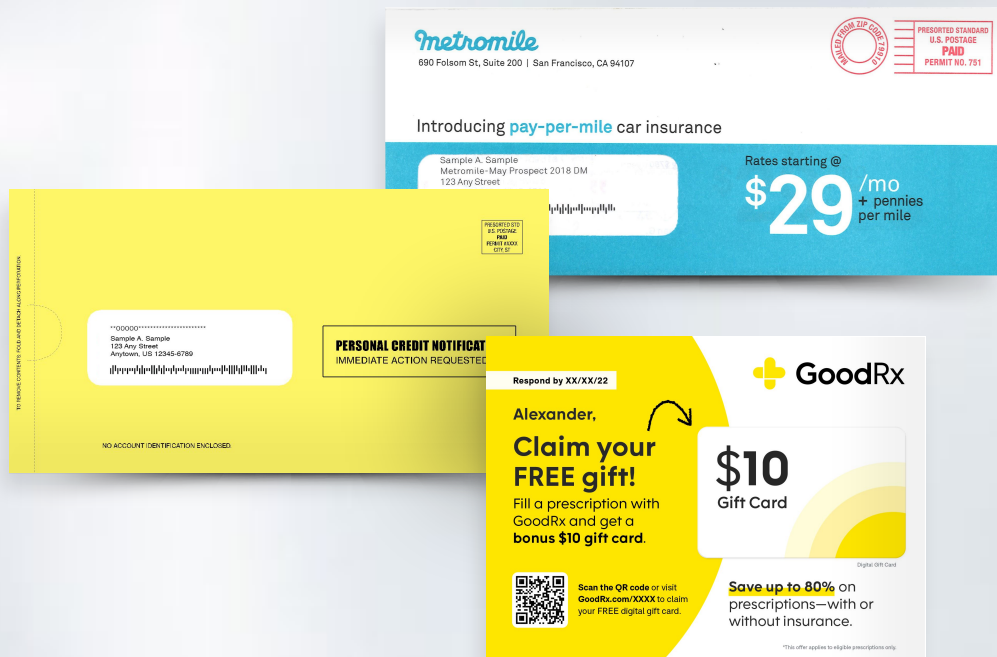




Cut through the clutter  
and demand attention

# RULE 1: LOOK AT ME

How can we stand  
out in the mail  
and get noticed?



Unique approaches by format to cut through the clutter:

- 1 ENVELOPE LETTER PAKS
- 2 POSTCARDS & SELF-MAILERS





LOOK AT ME

## Ways to make our envelopes feel important and get opened



### Teasers

Reference to official notifications, something special or limited-time offerings.

Winning message examples:

- ***Time-Sensitive***
- ***Important Notification Enclosed***
- ***Action Required***
- ***You've been specially selected***
- ***Card Enclosed. Do Not Bend.***

### Color

In general, more washed, plain colored OEs perform better than colorful.

### Thickness Intrigue

Suggestions of cards or something important inside is a proven approach.







LOOK AT ME

## POSTCARDS/SELF-MAILERS

# Elements to Get Noticed and Demand Attention

### Color and Size

Stand out from rest of the mail stack

### Strong Offer

Make it prominent.  
Consider tear-off offer card approach

### Personalization

Integrate compelling data when possible  
**(Name, location, etc)**

### Visual Hierarchy

Strategic design for the short attention span:  
clean, easy-to-read type





Instantly engage  
the reader with  
prominent “hooks”





## WHAT'S IN IT FOR ME

# Embrace strategic design

## Apply visual hierarchy

- ✓ Design the letter to ensure “what's in it for me?” is read within **the first 1-2 seconds.**
- ✓ **Consider column sidebars** for a secondary layer of “what’s in it for me?”

STRONG  
HIERARCHY




## Don't Miss Our End-of-Summer Savings Event

Great news <FirstName>,

Get ready to conquer this busy season with HelloFresh—your ultimate go-to for making mealtime easier and more delicious than ever.

### Where home cooking meets convenience.

Unlock our latest menu packed with tasty flavors and pre-portioned, farm-fresh ingredients—all conveniently delivered right to your door.

 **Make meals fast** with our 15- and 20-minute dishes, grab-and-go snacks, and more.

 **New weekly recipes** to choose from with simple, easy-to-follow instructions.

 **Deliciousness delivered!** Customize your box size, pick your delivery schedule, and more.

Cooking for a crew? Going vegan? Hungry for a more convenient way to make meals at home? Activate your special HelloFresh offer today!

Best wishes,

**The HelloFresh Team**

P.S. There are absolutely **NO** commitments. Change meals, skip weeks, pause, or cancel anytime.

### Simplify your mealtimes in 3 EASY STEPS.

- 1 CHOOSE** from 50+ weekly recipes for every taste.
- 2 GET** fresh ingredients delivered to your door.
- 3 ENJOY** restaurant-quality dishes in minutes.

Claim your special offer today with **NO** commitments.



Visit: [HelloFresh.com/Sept24](https://www.hellofresh.com/Sept24)

ENTER YOUR SPECIAL CODE:

**XX-XXXXXXX**

COLUMN  
SIDEBAR



Make sure the desired  
action is noticed, clear  
and intuitive



## HONOR THE CALL TO ACTION

# YOUR SUCCESS DEPENDS ON YOUR CTAS

### What attributes make the best CTAs?

- 1 Easy to find:** Ideally in multiple places through the mail piece
- 2 Response options:** Call, Visit, Scan or Mail
- 3 Clarity:** Make it as clear as possible what the reader will benefit from by performing the CTA
- 4 Urgency:** e.g., “Respond by XX/YY/2024” will improve conversion

 **LendingClub**

<FirstName>,  
Thanks to your member history,  
you qualify for a faster path to  
your next personal loan.

#### Pre-Screened Notice

Your special member code:

<1234-5678-9ABC>

See your new great fixed rate now:

Visit [MyInstantOffer.com](https://MyInstantOffer.com)

Call 1-855-408-1373

Or scan the code  
Just use the camera app on  
your smartphone or tablet.



**Spectrum**

**CALL NOW**  
to get your special offer!

Call 1-866-960-1792  
Offer good through: 02/17/25

Get TV and Internet  
for an unbeatable price.

SPECTRUM TV® CHOICE	SPECTRUM INTERNET®
\$29 <sup>99</sup> /mo for 12 mos	\$49 <sup>99</sup> /mo for 12 mos

30-Day Money-Back Guarantee

America's Leading internet provider

No Contracts



#### GO ONLINE

[MyInstantOffer.com](https://MyInstantOffer.com)

Check your rate and apply in just minutes.



#### GIVE US A CALL

1-XXX-XXX-XXXX

Speak with a dedicated  
Personal Loan Specialist.  
Mon-Fri, 5am-5pm PST.



**SCAN NOW TO CHECK  
YOUR REAL-TIME RATE**

Open camera, aim and tap.







# HONOR THE CALL TO ACTION

## QR CODES IN DM? YES, IN MOST CASES!

### Top reasons why:

- 1 Higher net response when presented as CTA option
- 2 Greater response interest visibility
- 3 More personalized experience
- 4 Retargeting opportunities



Be mindful of your offer and related mobile experience. If prospects are less likely to convert on a smartphone, proceed with caution

**LendingClub**  
SPECIAL MEMBER ELIGIBILITY FUND  
\*First Name \*Last Name

YOUR MEMBER SAVINGS CODE:  
**<1234-5678-9ABC>**

VALID UNTIL:  
**02/28/2022**

**Important Savings Opportunity  
YOU'RE PRE-SCREENED**

**Get started today and you could have your funds in as little as 24 hours!**

GET YOUR FIXED RATE IN SECONDS  
Visit [MyInstantOffer.com](https://myinstantoffer.com) or call 1-XXX-XXX-XXXX  
NO IMPACT ON YOUR CREDIT SCORE

**Your membership qualifies you for a faster way to pay down debt.**

Dear \*First Name\*,

Thanks for being a valued member! Because of your strong history with LendingClub Bank, you can lower your monthly payment with a new personal loan. This new solution gives you almost immediate access to the funds you need now—from a source you already know and trust.

**What You Can Do With Another Personal Loan:**

- ✓ Pay down your debt fast
- ✓ Save more money every month
- ✓ Get great member rates
- ✓ Make fixed monthly payments
- ✓ Pay off your loan anytime
- ✓ Count on no prepayment penalties

**Member-first financial solutions. Real, repeatable results.**

Remember, as a member you're already pre-screened to lower your monthly payment. Reach out to a LendingClub personal loan specialist and they'll help you evaluate fast and easily so you can get your funds in as little as 24 hours.<sup>1</sup>

To your bright future,  
*Signature*  
\*First Name \*Last Name  
\*Title

PS: Checking your new member rate is completely risk-free. There is no impact to your credit score<sup>2</sup> and we are happy to talk you through your best options at 1-XXX-XXX-XXXX.

See important information for this offer on the reverse side of this letter. MBKX-7340

You can choose to stop receiving "pre-screened" offers of credit from this and other companies by calling toll-free 1-888-967-8688. See PRESCREENING OPT-OUT NOTICE on reverse for more information about pre-screened offers.

**breezeline**

**Try fast, reliable internet RISK-FREE**  
Backed by our 30-Day Money-Back Guarantee

Get the best offer in your area today  
Call 1.888.123.4567  
Or visit [breezeline.com/MayOffer](https://breezeline.com/MayOffer)

Lower than dollar of asset, consecutive delinquency risk, and do not exceed member incident or failure or delinquency ratios. 13 month or more tenure. Not subject to automatic delinquency. Member risk or change in risk controls. See our terms and conditions for more information. We are not affiliated with any lender. Lenders may not be subject to automatic delinquency risk, and do not exceed member incident or failure or delinquency ratios. 13 month or more tenure. Not subject to automatic delinquency. Member risk or change in risk controls. See our terms and conditions for more information. We are not affiliated with any lender. Lenders may not be subject to automatic delinquency risk, and do not exceed member incident or failure or delinquency ratios. 13 month or more tenure. Not subject to automatic delinquency. Member risk or change in risk controls. See our terms and conditions for more information. We are not affiliated with any lender.

**HELLO FRESH**

Get cooking in  
**3 SIMPLE STEPS**

- 1 Visit [hellofresh.com/may23](https://hellofresh.com/may23) and use your special discount code to **SAVE 65% WITH FREE SHIPPING.**
- 2 Choose your best delivery date and meals from our weekly menu.
- 3 Follow this step by step instructions to cook, eat, and enjoy!

**65% OFF + FREE SHIPPING**  
Visit [hellofresh.com/may23](https://hellofresh.com/may23) or scan the QR code

**FREE GIFT**



Focus on  
your customer more  
than your product



## BENEFITS OVER FEATURES

# SELL THE HOLE, NOT THE DRILL

### Features Tell, Benefits Sell

Think about benefits of your offering from your reader's perspective (*It's harder to read the label from inside the jar*)



If possible, tap into the **power of emotion**





## BENEFITS OVER FEATURES

### TRANSLATE FEATURES INTO BENEFITS (EXAMPLES)

FEATURE	BENEFIT
300 Mbps Internet Speed	<b>Speed you need to power all your devices</b>
2 GB Memory	<b>Take as many pictures as you want without running out of space</b>
Onboard GPS Navigation	<b>Never get lost / Always know where you are going</b>
Geofencing Integration	<b>Turn on your lights automatically when you get home</b>
Cloud Sync Capability	<b>Access your files from anywhere, anytime</b>



## BENEFITS OVER FEATURES

### TAP INTO EMOTION

Testing has shown  
**emotional benefits**  
**outperform** rational  
benefits by up to 23%!

B2PRESS, [What is emotional advertising and how does it work?](#)

#### Emotional Benefit Examples:



**Exclusivity:** Feeling special



**Greed:** Saving money, avoid overpaying



**Superiority:** Feeling smart, ahead of the pack



**Security:** Feeling safe



**Justice:** Fairness



**Altruism:** Positive vibes from purchase or action

**FOMO:** Mitigate remorse for “missing out”



## BENEFITS OVER FEATURES

### QUESTION:

How could you tap into the **emotional benefit** when selling lawn seed?







## BENEFITS OVER FEATURES

**ANSWER:**

**Pride in having the  
best lawn in your  
neighborhood**

(feeling your neighbors  
are envious)





Always  
convey ease  
over effort



# WORK IS A 4-LETTER WORD

## ALWAYS CONVEY EASE OVER EFFORT

- ✓ Make sure what we are asking our reader to do is **as simple as possible**
- ✓ Watch out for **unintended insinuations of “work”**. Check all portions of your DM package.
- ✓ Math or references to school tend to **underperform** (homework)

### Pay-Per-Mile Car Insurance 101

**1** Go to [metromile.com](http://metromile.com) for a fast, free quote

It only takes a few minutes to see how much you could save. And the best part is you can try it risk free - we don't charge cancellation fees. Visit [metromile.com](http://metromile.com) or call 1-888-832-4452 to check your rate.



**2** Choose your coverage options

Just because we cost less, doesn't mean we comes to coverage. No matter what happens, we've got you covered. With our complete list of options, it's all a fraction of the cost.

- Collision
- Comprehensive
- Bodily injury
- Property damage
- Underinsured motorist
- Medical payments
- Rental car
- 24/7 roadside assistance



**3** Track your miles with the Metromile Pulse

We send you a free device called the **Metromile Pulse**. All you have to do is plug it in under your dashboard and start driving. The Pulse securely counts your mileage, and we use these miles to calculate your bill. It's how the whole pay-per-mile thing works.

Call today 1-888-832-4452 or sign up at [www.metromile.com](http://www.metromile.com)

**4** Get a low base rate, then pay pennies per mile

With pay-per-mile, your bill is based on how far you drive. Your car stays insured, even when it's parked. And all miles over 250 a day are free.

$$\$29 + (450 \times 6\text{¢}) = \$56$$

base rate miles pennies total



**5** Download the app powered by your data

Along with counting the miles you drive, the Pulse also talks to the Metromile app, giving you access to your car's data and your policy—anytime, anywhere.

- Find your car
- Track your bill
- Access your policy
- File faster claims
- Decode engine lights
- Receive street sweeping alerts\*



**6** Cut your bill in half

With pay-per-mile car insurance from Metromile, low-mileage drivers who switch save an average of \$611 a year.



Call today 1-888-832-4452 or sign up at [www.metromile.com](http://www.metromile.com)



## WORK IS A 4-LETTER WORD

### INSINUATIONS OF EFFORT INCLUDE:

- ✓ Easy-to-follow instructions
- ✓ 5-minute installation
- ✓ Includes recycling-friendly packaging
- ✓ Easy cancellation process
- ✓ Anything math related!

**BRAND FACTORY**  
BEST BRANDS • SMART PRICES

**1+1=5**

6<sup>TH</sup>-14<sup>TH</sup> APRIL

**BUY 2 GET 3 FREE**

PICK 2 PCS | TAKE ANOTHER 3 FREE | TAKE HOME 5 PCS





Address potential  
objections





# BREAK DOWN BARRIERS

## WHAT MIGHT BE HOLDING READERS BACK?

Take the time to identify the top 3-5 barriers that might hold someone back.

### Ways to identify your top hurdles:

- ✓ Qualitative research
- ✓ Customer support inquiries
- ✓ Inbound call centers!



### Frequently Asked Questions about saving with Metromile

#### How does it work?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin lacinia lobortis erat, ac lacinia urna vestibulum id. Nunc et nisi leo. Maecenas tempus efficitur pulvinar. Cras commodo gravida elit, a tristique risus ullamcorper ac. Nunc in dolor rutrum, varius nibh aliquam, aliquam velit. Cras elementum nisi sit amet eros efficitur bibendum.

#### Do I give up something to get the savings? Same coverage?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin lacinia lobortis erat, ac lacinia urna vestibulum id. Nunc et nisi leo. Maecenas tempus efficitur pulvinar.

#### How long does it take?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin lacinia lobortis erat, ac lacinia urna vestibulum id. Nunc et nisi leo. Maecenas tempus efficitur pulvinar.

Start saving today. Try  
**Call 1-888-**  
or go online at n



### Take advantage of this special offer.

#### Pick your recipe preferences.

- |  |  |
|--|--|
| <input type="checkbox"/> Meat & Veggies  | <input type="checkbox"/> Quick & Easy    |
| <input type="checkbox"/> Family Friendly | <input type="checkbox"/> Fit & Wholesome |
| <input type="checkbox"/> Veggie          | <input type="checkbox"/> Pescatarian     |

Enjoy 100+ options each week for breakfast, lunch, and dinner!  
Plus, you can swap proteins and sides if they aren't a perfect match.

#### Frequently Asked Questions

##### Can I choose my meals?

Yes! Choose between 45+ chef-curated recipes weekly including delicious breakfast and lunch options. Visit [hellofresh.com/recipes](#) for access to detailed nutritional and allergy information.

##### What if I don't want a delivery every week?

No worries! Easily skip a week (or several) whenever you need to. Just be sure to let us know before the cutoff time.

##### What if I'm not home?

No problem! Add special delivery instructions to your account or adjust your delivery day.

##### Are there any commitments?

Nope! Change meals, skip weeks, and cancel anytime. Just let us know by 11:59 pm PST 5 days before your delivery.

##### How will my food stay cool?

We carefully handpack your ingredients with special ice packs and insulation.

##### What if there are certain foods I don't eat?

Every recipe comes with detailed nutritional information, including food allergies. You can find this info on all recipe cards and online when you choose your meals.

People don't just like HelloFresh, they love it!



Voted Most Trusted Meal Kit Delivery Service 2023 by American shoppers

Consider addressing hurdles and barriers with **FAQ sections** on letter backs





## BREAK DOWN BARRIERS

### MOST COMMON BARRIER

“ What if I am disappointed after I give your offer a try?

- ✓ Remove doubt by offering **some form of a guarantee**
- ✓ Present your guarantee in conjunction with your closing call to action.


**metromile**  
pay-per-mile car insurance

**METROMILE GUARANTEE**

If for any reason you aren't completely satisfied with Metromile, you can simply cancel your coverage, no questions asked. There will be no cancellation fees, and we will refund 100% of any used days on your current month.

100% SATISFACTION GUARANTEED  
Try Metromile Risk-Free

**30-Day Money-Back Guarantee**  
We're so confident you'll love our super-fast, reliable and affordable service that we offer a 30-Day Money Back Guarantee.



**Don't wait! Claim this offer before May 31, 2024**  
Scan or visit [breezeline.com/MayOffer](https://breezeline.com/MayOffer)  
Call 1.888.123.4567

Too many companies have a guarantee policy in place, but **fail to communicate** it in their mail!



Make engaged readers  
more comfortable  
with doing business  
with us

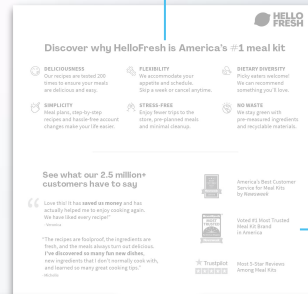
# DON'T JUST TAKE YOUR WORD FOR IT

Build trust and convey confidence with supporting social proof

Great sources of social proof include:

- ✓ Third party awards, reviews (e.g. PC Magazine)
- ✓ Customer testimonials (TrustPilot)
- ✓ Claims: #1, fastest-growing, most trusted
- ✓ “As seen in” press mentions

## Discover why HelloFresh is America's #1 meal kit



Discover why HelloFresh is America's #1 meal kit

- DELICIOUSNESS** Our recipes are tested 100 times to ensure your meals are delicious and easy.
- FLEXIBILITY** We accommodate your schedule and activities. Stop a meal or cancel anytime.
- DIETARY DIVERSITY** Pick from vegetarian, keto, low-carb and more to suit your needs.
- SIMPLICITY** Most meals require 10 minutes and basic kitchen tools. No complicated recipes or hard-to-find ingredients.
- STRESS-FREE** Skip those 100-mile drive, pre-planned meals and kitchen cleanup.
- NO WASTE** We only grow and pre-measure ingredients and separate portions.

See what our 2.5 million+ customers have to say

“Love that it has saved us money and has actually helped me to enjoy cooking again. We had that every night!”

“The recipes are foolproof, the ingredients are fresh, and the meals always turn out delicious. I've discovered so many fun new dishes, new ingredients that I don't normally cook with, and learned so many great cooking tips.”

America's Best Customer Service for Meal Kits by Newsweek

Voted #1 Most Trusted Meal Kit Brand in America

Most 5-Star Reviews Among Meal Kits

### See what our 2.5 million+ customers have to say

“Love this! It has **saved us money** and has actually helped me to enjoy cooking again. We have liked every recipe!”  
- Veronica

“The recipes are foolproof, the ingredients are fresh, and the meals always turn out delicious. **I've discovered so many fun new dishes**, new ingredients that I don't normally cook with, and learned so many great cooking tips.”  
- Michelle



America's Best Customer Service for Meal Kits by Newsweek



Voted #1 Most Trusted Meal Kit Brand in America




Most 5-Star Reviews Among Meal Kits

## Trust-building examples

“Overall amazing! [HelloFresh] has helped me... in so many ways. Fewer dishes and more time to spend with my kids.”

- Kyeke, 01/01/24 ★★★★★ | ★ Trustpilot  
Review from Trustpilot. For more details visit [trustpilot.com/review/hellofresh.com](https://trustpilot.com/review/hellofresh.com)



**GoodRx**

“It’s worth paying the little extra for GoodRx Gold because my savings offset the cost of the membership.”

— Terry L.



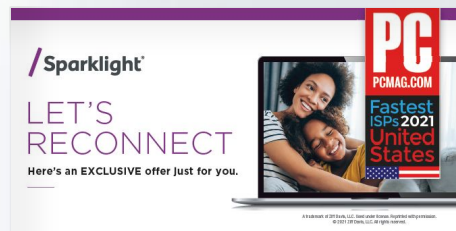
**HELLO FRESH**

END-OF-SUMMER SAVINGS EVENT

Make easy and delicious recipes with

**AMERICA'S #1 MEAL KIT**

CHEAPER THAN TAKEOUT

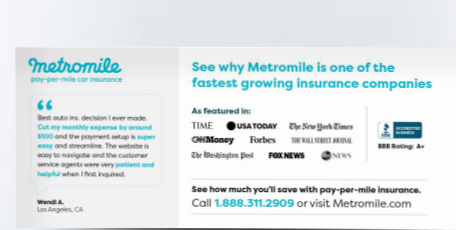


**Sparklight**

LET'S RECONNECT

Here's an EXCLUSIVE offer just for you.

**PC**  
PCMAG.COM  
Fastest ISPs 2021 United States



**metromile**  
pay-per-mile car insurance

See why Metromile is one of the fastest growing insurance companies

As featured in:

TIME **USA TODAY** **Elle** **5ire** **Bank** **Entrepreneur**  
**CMoney** **Forbes** **THE WALL STREET JOURNAL**  
**Dr. Roosh** **Dot** **FOX NEWS** **NEWS**

**BBB Rating: A+**

See how much you'll save with pay-per-mile insurance. Call 1.888.311.2909 or visit [Metromile.com](https://Metromile.com)

Wendell  
Los Angeles, CA



Brands outlast offers.  
Think long term.

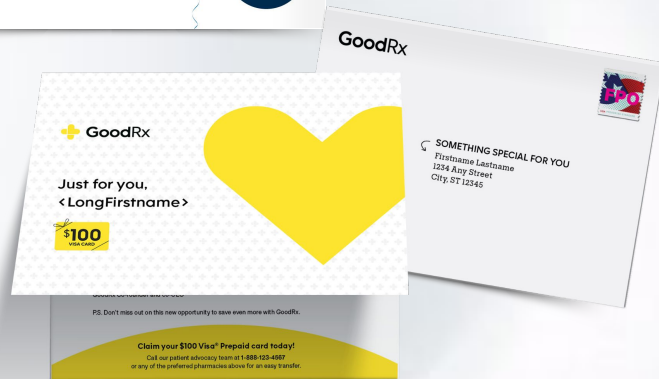
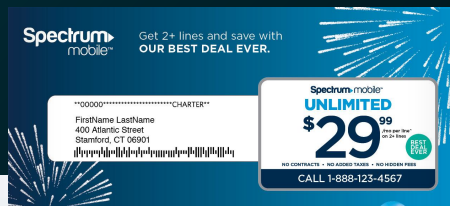


## RESPECT THE BRAND

# BRANDS OUTLAST OFFERS. THINK LONG TERM.

What percentage of your direct mail recipients will not respond or convert?

What do you want non-responders to recall for next time we reach out to them?



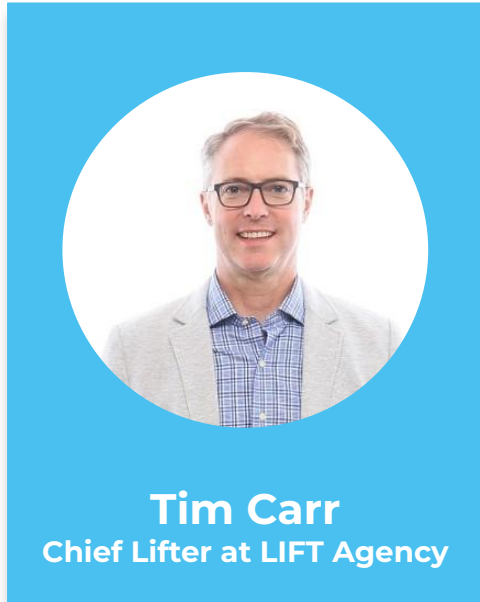


## 8 RULES TO OPTIMIZE MAIL RESPONSE

Your new checkpoints to lift your next DM campaign.







## QUESTIONS?



**Tim@liftagency.co**



**ChiefLifterTimCarr**



**Thank You!**

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