1:1 MESSENGER™

ACCUPRINT
printing and marketing services

Making it Personal

Research Proves Personalization Matters in Marketing

Neuromarketing Shows that Our Brains Like Print!

Keep up with Today's Top Marketing Trends

PLUS:

- Response tracking works for digital, and print marketing as well

- Planning for variable data printing; what factors to consider

- Five (5) ways to measure your marketing success

Decaf ☐
Shots ☐
Syrup ☑
Milk ☑

Mike

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Welcome Back, Jackson!

Congratulations, Mary & Rick!

Hello, Kathy!

Making It Personal

Research shows that personalization matters

Whether it's direct mail marketing or transactional communications, customers say that personalization makes direct mail seem more relevant and worth their time. As marketers (and consumers ourselves), we know that intuitively, but consistently, the research shows it, too.

The latest study on the value of personalization in print and digital communications comes from Keystone Intelligence-InfoTrends. It recently conducted two surveys: one on transactional communications and the other on direct mail marketing. In both, personalization is seen as critical to adding value.

For example, when consumers were asked, "How can your providers improve the transactional communications they send via direct mail?" the top responses were "make them easier to understand" (43%), "make them relevant to me" (34%), and "personalize the content for me" (28%).

When asked about the amount of time consumers spent with marketing mail, personalization played a huge role, as well. Nearly half (49%) of respondents agreed that they spend "much more time" reading direct mail that is "personalized and relevant" to them than they do with generic direct mail.

The younger the respondent, the more likely they were to spend

How Can You Improve Your Direct Mail Communications? (Top Responses)

43% Make them easier to understand

34% Make them relevant to me

28% Personalize the content for me

25% Combine multiple communications into one mailing

24% Improve my ability to manage personal data and privacy

22% Improve accessibility

22% Use color to emphasize important information

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"much more time" with personalized mail. More than half (51%) of those 18–34 agreed with this statement, compared to 45% of those 55+. The fact that older consumers were less likely to heavily favor personalized over traditional mail speaks to the power of all types of direct mail with this generation, whether the mail is personalized or not.

Personalization was seen as even more influential in digital campaigns. More than half (51%) of respondents

What is your level of agreement with the following statement?

Consumers spend more time with relevant, personalized direct mail.

	AGREE	NEUTRAL	DISAGREE
Total	49%	36%	15%
Ages 18–34	51%	37%	12%
Ages 35–54	48%	37%	15%
Ages 55+	45%	34%	21%

agreed that personalization was more likely to make them spend more time with a communication. This rose to 57% of those 18–34 compared to 41% of those 55+.

The numbers continue to tell the story. If you're not personalizing your communications, whether print or digital, you're missing a huge opportunity. Need to get started? Let's do it!

Make a Lasting Impression

Direct mail beats email: It's a brain thing

Have you heard the term "neuromarketing"? If not it's a pretty cool topic that affects marketers everywhere. It refers to how consumers' brains respond to stimuli in various marketing scenarios, including how we receive information in the first place and from which channels.

So which channels really work best, especially for more complex or higher dollar products, such as new siding or the right solar power system for a customer's home? A number of studies provide us with critical insights.

One of these comes from Temple University's Center for Neural Decision Making, which worked with the U.S. Postal Service Office of Inspector General (OIG) to conduct a study focused on the differing responses to physical and digital media in the consumer buying process. The study linked consumers' subconscious responses to three buying phases:

Exposure: the body's physical response to an ad

Memory: how quickly and accurately the brain remembers an ad

Action: value and desire for advertised products as a predictor of purchase

The study found that while participants could process the information from digital ads more quickly than from print ads, the details weren't retained or as easily recalled later. When it came to physical ads,

- Participants spent more time with them.

- They had stronger emotional responses and were more likely to remember those ads later.

- Although participants stated similar preferences and willingness to pay for the item whether it was delivered in physical or digital format, their brain activity indicated a greater subconscious desire for products advertised in print.

"These findings have practical implications for marketers," note the authors of the report. "If short on time, the digital format captures attention quicker. However, for longer lasting impact and easy recollection, a physical mail piece is the superior option."

The study goes on to suggest a complementary effect between print and digital formats that could provide a powerful way for marketers to optimize their media mix and get better results.

This study builds on earlier studies by Royal Mail/Millward Brown and Canada Post/Ipsos, which found that physical media generated deeper brain activity than digital media and that physical mail generates stronger response in terms of engagement, emotional intensity, and memory compared to email and television.

So there you have it—the brain likes print!
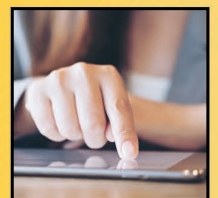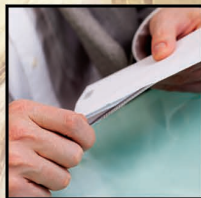
Pointing to

**5 ways to track
your ROI in print**

Profits

One of the reasons marketers love online marketing is that it's easy to track. Who clicked through the link on my email? How many people reacted to my social media post? But response and ROI can be tracked in print, too. Here are five tools you can add to your direct mail, print advertising, and other print marketing to track their effectiveness.

1. Add personalized tracking codes.
With digital presses, you can generate and print unique tracking codes for each recipient. If respondents are asked to bring in coupons or hand in response cards, for example, you can tie those responses back to a specific campaign.

2. Use a campaign-specific phone number.
If you are asking people to respond by phone, send them to a phone number used only for that campaign. When tracking calls, be sure to remove duplicates to ensure the response rate is accurate.

3. Create a campaign-specific landing page.
Just like phone numbers, landing pages can be created to be specific to your promotion. For example, www.bobslandscaping/january17offer. Be sure to watch for unique visitors rather than just clicks, since people may log onto the page more than once.

4. Capitalize on personalized webpages.
With personalized webpages, you can do more than just track who responds to your offer. You can greet them by name, provide them with personalized content, and even gather more information through surveys or online forms. These pages also allow you to track "soft" leads, or people who land on the page but don't follow all the way through.

5. Online drop-down forms.
Try using a drop-down form on your website to ask where people heard about you. Did they hear about you through an online search? TV ad? Direct mail campaign? Be sure to list each campaign by name and keep your list up to date.

These methods are effective, not just in tracking response rates, but for tracking all the way through conversion, sales generated, and ultimately, ROI. Try them—and discover just how effective your print campaigns really are.

Have you heard about Direct Mail Plus?

DirectMAIL⁺

Direct Mail Plus is Accuprint's simple yet powerful marketing campaign designed to rapidly increase response rates, web traffic, and ultimately, sales. Prospects will see your ads more times, in more places, and buy more of your products and services.
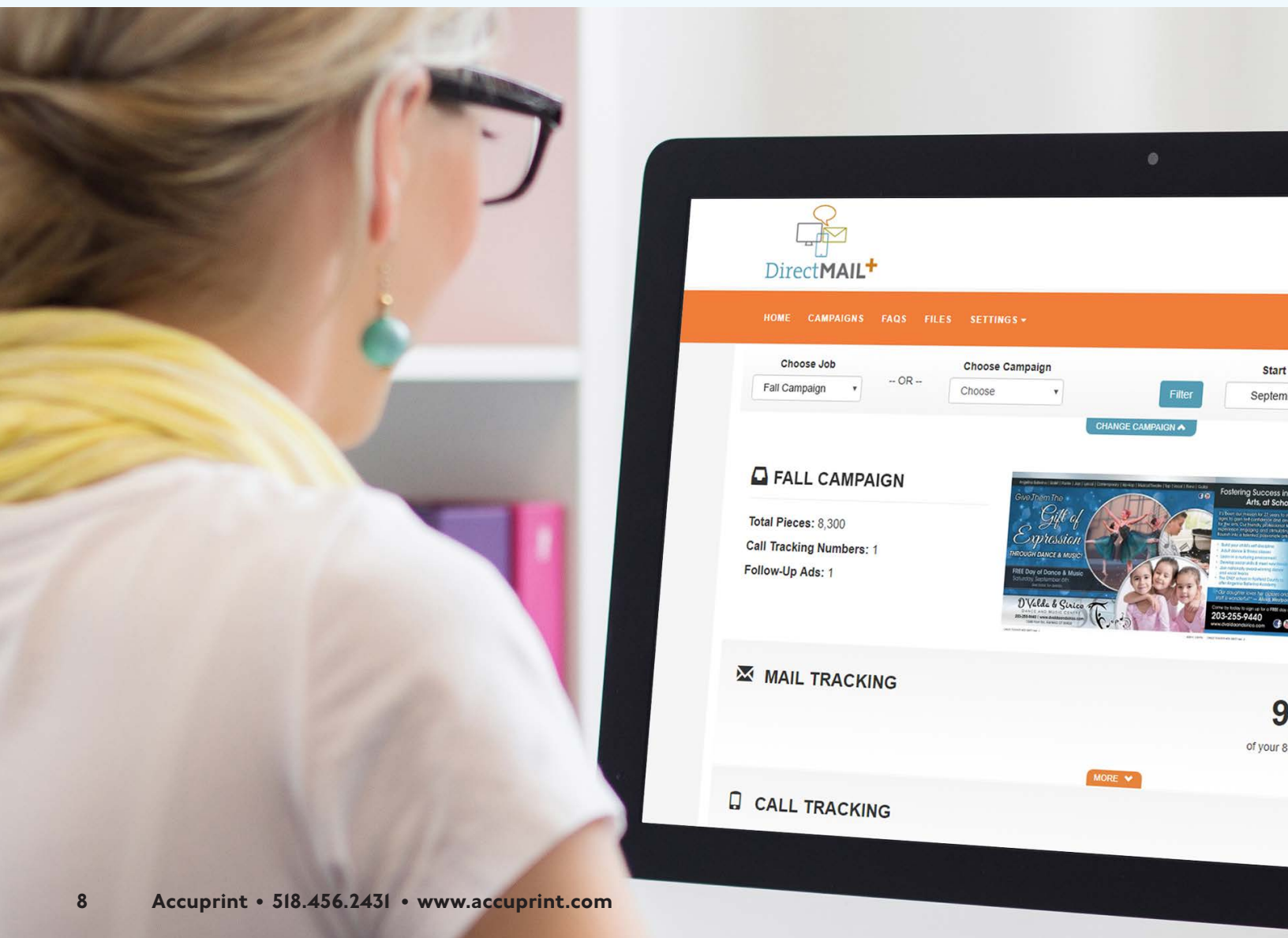
Direct Mail Response Rates

YEAR	HOUSE LIST	PROSPECT LIST
2018	9.0%	5.0%
2017	5.1%	2.9%
'03 to '15	3.6%	1.6%

2018 DMA Response Rate Report

Direct mail marketing works!

Direct mail response rates continue to grow, and market leaders are re-discovering the benefits of targeted direct mail marketing. But campaigns combining direct mail, web and social media marketing leverage the power of multi-channel messaging for dramatically higher response and conversions over any single channel alone.
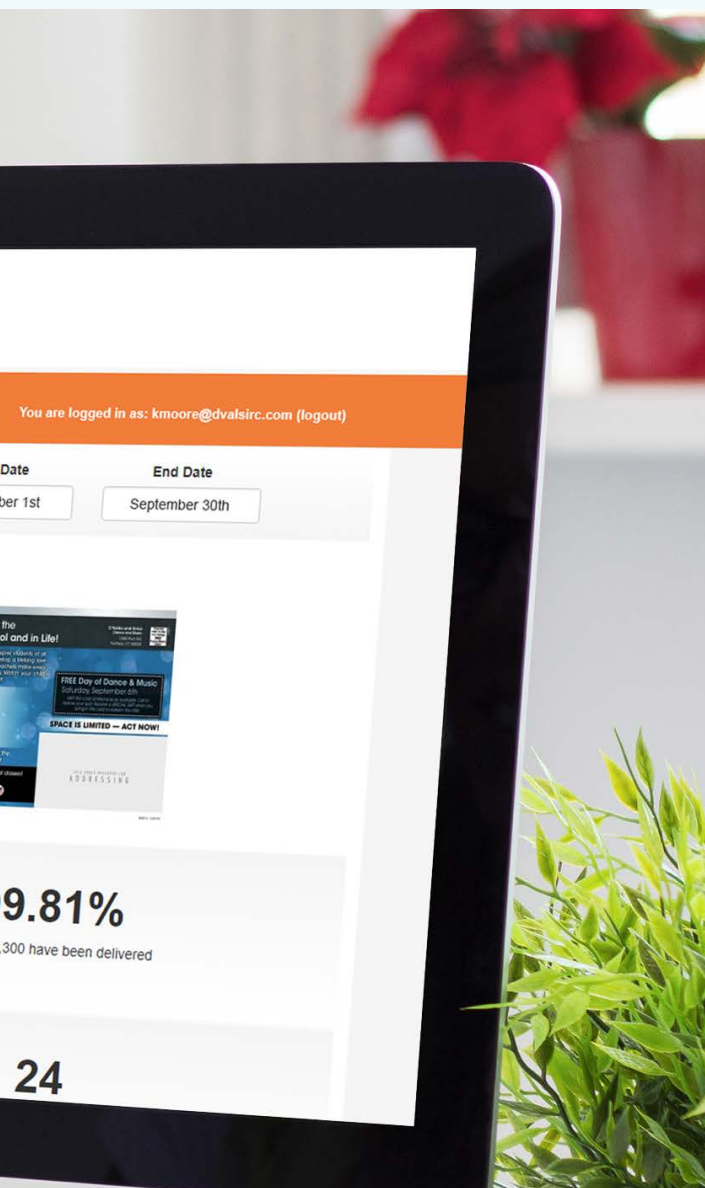
All Direct Mail Plus campaigns include:

Design, Print and Mail
We handle it all, from concept, design, messaging, printing, and finally the mail processing itself.

Mail Tracking
Predict, and then see exactly when your mail lands.

Call Tracking
We can assign a local or (800) number to your campaign, and then you can review recorded audio of the generated calls, as well as receive info on who it is that is calling. This is great for training your service team.

Social Media Marketing
Prospects will see your ads in Facebook and Instagram newsfeeds.

Google Remarketing
Nurture leads by repeatedly showing your banner ads on thousands of Google affiliate sites.

LEADMatch
We will track and identify visitors to your site. These warm leads are then available to you for follow-up, targeted marketing.

Campaign Dashboard
From your own campaign dashboard you can monitor the activity of your campaign real-time. Easy drop-down menus, maps and charts keep you informed of all the pertinent details of your campaign.

Ask us how Direct Mail Plus can dramatically increase your marketing ROI!

Make A Game Plan For Print

Looking to personalize your mailings and be more strategic about targeting your customers and prospects but not sure how to get started? Setting up your first data-driven printing job can seem overwhelming, so here is a short list to demystify the process and give you confidence that yes, you can do this!

1 **Be smart, not complicated.** The more data you have on your customers the better, but having lots of data is not required for effective personalization. More important is having the right data and using it well. For example, a new movers list can be invaluable, especially for small businesses. People moving into the area will need everything from new pediatricians to new favorite restaurants and hangouts. Likewise, if you know someone is just graduating from college, they will likely be looking at buying a car, furnishing an apartment, and upgrading their wardrobe. You don't need lots of data. You just need the right data.

2 **Go long (and short).** When designing variable data layouts, remember to take into consideration the longest and shortest fields in your database. When personalizing by name, for example, your layout must accommodate "Bob Smith" as well as "Hubert Blaine Wolfeschlegelsteinhausen." Use rules-based design to enable flexibility.

3 **What's your default?** No matter how well you prepare your database, you will always have missing information. You'll have a first but not last name. You'll know most people's alma maters but not all of them. When one of your records is missing an element, you don't want to end up with "Dear First Name Here." Set your defaults (such as "Dear Valued Customer") to appear when a piece of data is missing.

4 **Keep it clean!** Keep your database clean and updated. Regularly run postal address updates, remove duplicates, and clean up inconsistencies in the fields (for example, some fields may use "Market St." while others use "Market Street." Use surveys and other tools to ensure that your data is up to date. Have recipients' addresses changed? Are they now married or single? Do they have children in the home? Continually invest in and maintain the accuracy of your data.

5 **Don't forget the imagery.** If you will be swapping out images based on demographic or other data, those images must be prepared, as well. They must be properly labeled and sized so that they will fit into the layout.

Preparing variable data jobs doesn't have to be a mystery. A little planning can smooth the process and give you predictable results. You can do it–we can help!

How do you determine if your marketing efforts are paying off?

The Measure of Success

When you send out a marketing campaign, whether through a single channel like print or multichannel with email and mobile, how do you define success? Let's look at five of the most common ways to determine whether your efforts are working.

1. RESPONSES

One of the top-line ways to measure success is response rate. How many phone calls, clicks, or logins did the campaign generate? How many people responded to the piece by taking some kind of action? If your marketing goal is brand awareness, response rate is a helpful measure.

2. CONVERSIONS

Just because someone makes a phone call or clicks through a link doesn't mean they will do what you want them to do, such as sign up for an event or make a purchase. If you want to measure the effectiveness of your message, conversion rate is a more helpful measure of success.

3. DOLLARS PER SALE

If you have a high volume of sales but aren't generating enough revenue, maybe it's dollars per sale you want to track. If it is costing you $10 to acquire each paying customer and your order sizes are only $10 each, it doesn't matter how many people respond to the campaign. You still aren't making money.

4. CUSTOMER RETENTION

For many companies, profitability doesn't come in a single sale. It comes in paid subscriptions, repeat sales, or other forms of recurring revenue. Athletic clubs and automotive clubs are good examples. It might be expensive to convert a customer the first time, but over time, each customer will generate revenue month after month. Here, "success" is dependent on your ability to retain the customers you've gained.

5. ROI

Maybe there is pressure on the marketing budget and you need to determine which channels and campaigns are most profitable. For this, knowing order sizes and revenue generated is important, but to assess your overall profitability, you need to understand the total cost structure of your efforts. That means calculating ROI.

Which form of measurement is right for you? It depends on what you are trying to accomplish. Are you trying to increase brand awareness? Increase basket sizes? Ensure customer retention? Before you can measure for success, you need to clearly define your goals. Then you can align your measurement tools with those goals to get the insight you need.

Market your events with personalized maps and bring the customers to your door

Boost Traffic

Personalized maps are just that—street maps showing someone how to get to your location or event. Using open source or proprietary street data, these maps are generated for each address in your database to show the route from the recipient's home or office directly to the location.

Do these maps work? Let's look at three examples.

AARP's Driver Safety (ADS) team had been experiencing declining audiences for its in-person courses. By showing drivers the way to their closest training location, AARP's Driver Safety team boosted attendance by 50% in the first year.
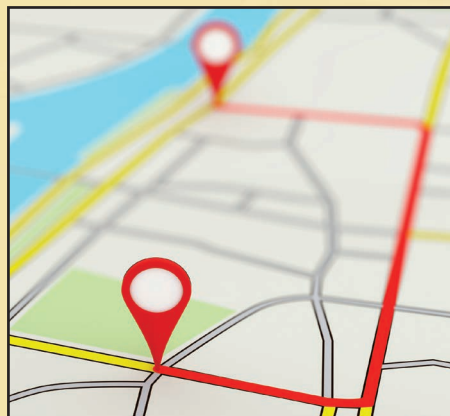
De Bradelei Stores, a group of shopping outlet malls in the United Kingdom, wanted to increase foot traffic and sales by targeting lapsed customers. It created direct mailers with the headline, "You are minutes from great savings!" and included a personalized map from the recipient's home to the nearest outlet. In-store sales increased by more than 14% for the same period the previous year.

Partou, a provider of high-quality childcare, wanted to increase the number of children entrusted to its care. Using personalized maps to show the distance to the nearest Partou location and encouraging recipients to log into a personalized URL to answer questions and have a chance to win a prize, it achieved an ROI of 2,200% based on new enrollments and an average childcare service length of four years.

Although the technology behind personalized mapping is

Whether your event is a one-day sale or a week-long seminar, one of the best ways to boost traffic is to use personalized maps. By showing people where the venue is located and how easy it is to get to, you are making it easier for your audience to say "yes."

complex, from a design perspective, it isn't much different from any other variable in a personalization campaign. You create a unique ID for each person on your list, then, in your layout, treat the maps as you would any other VDP image.

Personalized maps can be generated anywhere from 300–1200 dpi. If you choose the option of reducing the contrast between background colors, when the recipient sees the mailer, the route really jumps out. It is the first thing they see.

Personalized maps have proven results. What kind of results could they produce for you?

© iStockphoto.com/alxpin (map inset); Maxiphoto (traffic); hkeita (Map)

Shopping Local

92% of urban residents travel less than 15 minutes for routine purchases.

Source: www..cspdailynews.com

© iStockphoto.com/Lightcome

Multiple Opportunities

37% increase in response when using a multi-channel campaign compared to a single-channel campaign.

Source: www.optimove.com

© iStockphoto.com/HstrongART

Welcome to our latest issue of 1:1 Messenger. Accuprint sends these communications to provide you with helpful information to assist in producing the best, most effective data-driven, personalized campaigns possible.

In this issue, we'll discuss:

- **PERSONALIZATION** Personalized content in direct marketing has been proven to drive greater response.

- **DIRECT MAIL GETS NOTICED** Science shows that memory retention, recollection and emotional response all are greater with physical printed matter over digital ads.

- **TRACKING ROI** Learn five ways to track your ROI in print.

- **MULTI-CHANNEL MARKETING** Accuprint's "Direct Mail Plus" is a turnkey, multi-channel marketing campaign sure to drive new business and lift your marketing ROI.

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Digital Printing

Offset Printing

Mailing Services

Posters, Banners & Signs

Graphic Design

List and Data Services

Direct Mail Marketing

Mobile Marketing

E-mail Marketing

Web-to-Print Services

Fulfillment and Distribution

Free Local Delivery

Yup,
we do that.

Reaching the Right Customers

56% of companies plan to improve customer experience (CX) with more personalized and targeted communications.

Source: "Annual State of Transactional Communications: Enterprise Survey" (Keypoint Intelligence-InfoTrends, 2018)