

# Drive Acquisition with End-to-End Direct Mail Marketing Solutions

In the age of digital media, direct mail remains a highly impactful marketing strategy with response rates 10 to 30 times higher than digital channels. Despite its proven effectiveness, many companies are not utilizing direct mail in their marketing strategies because they lack the knowhow or the available resources.

Speedeon develops and maintains direct mail campaigns for leading brands, from audience development to back-end analysis. Our expertise in direct mail and other direct marketing solutions, and industry-leading data sources enable us to develop custom, turnkey direct mail and multichannel marketing solutions that drive results on time and within your budget.

**Speedeon will drive the acquisition results you need with our end-to-end direct mail marketing solutions:**



## Audience Development:

- Source your audience using industry-leading consumer prospect, mover, life event, and other specialty data sources. Speedeon is a data-agnostic services provider that multi-sources its data, ensuring that you will be utilizing the best available data for your campaigns.
- Develop high-performing audiences by cloning your best-performing current customers.
- Fine-tune your audiences using advanced data segmentation and predictive analytics.



## Strategic Management:

- Develop testing scenarios for your direct mail or multichannel campaign in order to determine the most impactful and cost-effective way to scale your campaign.
- Develop a campaign timeline which takes into consideration audiences, campaign cost, timeline, USPS best practices, and target CPA.



## Campaign Deployment:

- Deploy direct mail, and in the case of multichannel campaigns, digital communications, including: email, digital, social, or mobile.



## Measurement:

- Manage future program success through full campaign measurement support, including: match-back analysis, cost per acquisition, break-even analysis, incrementality/lift analysis, and return on marketing investment.

**60%** of consumers will visit a brand website based on direct mail