

direct mail & variable data

LETTERS

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Direct mail of various kinds, finds its way into our homes and offices on a seemingly daily basis. Although they come in a range of different formats and flavours, these media have but one objective - to stir the heart of the recipient and urge them to act. Doing it in a way that matches their lifestyle and ensures they feel the part of your business is fast becoming the preferred method.

Direct mail is a valuable, cost-effective way to tell your customers who you are, and what your business offers.

A direct mail campaign offers customers a chance to learn about your business. It can also:

- promote interest in a new product or service
- generate sales and orders
- drive traffic to your store, Web site, etc.
- cultivate long-term relationships
- build and increase brand recognition

Customers respond to mail that addresses their interests and needs. All it takes is a simple, effective direct mail campaign to get people to your door.

Baseline runs database systems that allow for direct mail and variable data to be done cost-effectively through our digital printing facilities. We guarantee not only quality, but direct communication with a particular client about a particular offer, done in a unique manner.

Benefits:

More Refined Approach

- niche marketing
- targeting

Print produces measurable results

- online consumers who received a printed catalogue were twice as likely to buy something (source: comSCORE)
- 60% of consumer purchases are driven by printed catalogues (source: DMA)
- US advertisers spend \$167 per person in direct mail to earn \$2,095 worth of goods for a ROI of 13:1 (source: DMA)

Print is a trusted and lasting medium

- 67% of respondents like getting mail about new products from companies they do business with (source: RIT)
- 85% of mail is read or visually scanned (overseas information)



print **smarter** with variable data