# THE SUBSCRIPTION MARKETER'S GUIDE TO DIRECT MAIL

*12 Signs You're Overlooking Your Biggest Growth Channel*

## SEQUEL
### RESPONSE

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# *Seriously?*
# Subscription brands *still* use direct mail?!

Hey, it's a fair question. We get it all the time. So let's address the elephant in the room... or should we say dinosaur? In today's digital age, physical mail might seem like an antique. But make no mistake: The direct mail renaissance is upon us. And here's why.

Subscription marketers are under constant pressure to push the envelope in terms of growth and ROI. And yet for many of them, whether they know it or not, their existing marketing mix has reached a growth ceiling. It simply isn't getting the job done at the speed or scale that their bosses expect, and certainly not at the speed or scale that will earn them a promotion anytime soon.

This was the case for many of our clients before we engaged with them. Meanwhile, they had no idea there was an untapped and surprisingly cost-effective growth channel right under their noses, where throngs of richly targetable prospects were just waiting to hear from them. We're talking, of course, about direct mail.

So before you decide to sit this one out and let a massive growth opportunity pass you by, consider this: Today, our clients use direct mail to acquire hundreds of thousands of new customers every year, in some cases **doubling their annual growth** relative to digital channels.

# SEQUELRESPONSE

*SeQuel Response is a multichannel customer–acquisition agency that gives subscription brands a faster way to maximize growth and profitability.*

## The far more important question

All we're saying is, if you want to rapidly grow your business, but aren't yet using direct mail to help you do so, there's a chance you might be tying one arm behind your back. Admittedly, direct mail couldn't possibly make sense as an acquisition tool for all products and services on the face of the earth, so the million-dollar question becomes,

### "Could my product or service work in the mail?"

Just to be clear, this e-book is not a sales pitch. Our goal is simply to present you with 12 indicators that have made many of our clients a good fit for direct mail, so that you can answer that million-dollar question **before** spending a dime on a test. (Though technically, when it comes to our clients' top-line growth, that question has been worth in excess of $1 billion to date.)

If the answer to that question is yes, our proprietary testing methodology and secret weapon, **FaQtor Test**, will make it work sooner and at greater scale than any other testing strategy in the industry. And if the answer is no, you'll learn that sooner, too—and as inexpensively as possible.

Throughout this e-book, you'll be reading various anecdotes that zoom in on just two of our many success stories. Given FaQtor Test's critical role in both the launch and sustained growth of all SeQuel campaigns, we'd be remiss not to explain the inner workings of FaQtor Test right away in section #1, to provide context for the reader moving forward.
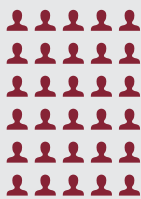
SEQUEL
RESPONSE

# Two blueprints for rapid growth in the mail

## Client A:
### HOME SECURITY PROVIDER

*Direct mail campaign launched in Fall 2015*

Acquiring over **70,000** **new customers** through the mail per year

**25%** of all new business comes through the **direct mail channel**
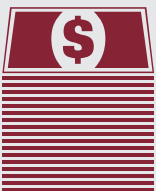
Direct mail creates **over $66 million** in new customer lifetime revenue annually

**Campaign ROI: 279%**

## Client B:
### IDENTITY THEFT PROTECTION PROVIDER

*Direct mail campaign launched in early 2010*
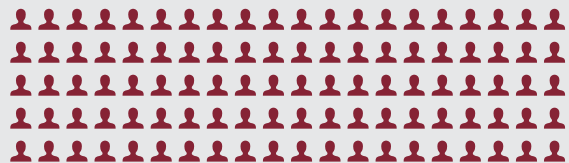
Acquiring over **410,000** **new customers** through the mail per year

Annual sales are **up 70x** since campaign launch

**34%** of all new business comes through the **direct mail channel**

**Campaign ROI: 202%**

*If your company could experience growth like that every year, how soon would you want to know that? Read on, for the answer lies in the pages ahead.*

# You understand the value of testing

To mail tens (if not hundreds) of millions of pieces a year without first testing to figure out how to optimize that investment would indeed be absurd. But in all the work we've done for our clients, the single biggest determinant of success or failure has been the company's overall attitude toward the initial test.

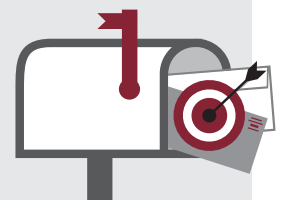The clients that have set themselves up to scale quickly are the ones that test broadly (multiple list sources, offers and creative concepts) in the initial test matrix, with the understanding that they're mainly measuring the performance of their **best test cell**. If you're willing to be patient in the initial test, that one cell will be critical in optimizing your campaign's performance at rollout scale.

## Two testing methodologies that will make you want to rip your hair out

If a direct mail agency presents you with a test plan that involves the words "A/B" or "multivariate," turn and run as fast as you can.

In the direct mail world, the **A/B test** is the definition of "checking a box." You're testing just one unique variable at a time—and you're forced to hold the others constant, so that you can isolate the relative impact of the one variable you're measuring. It's straightforward and inexpensive, but it could take months or even years to find only minor improvements.

In the example A/B test matrix here, your control creative/offer/list combination is on the left (in yellow). You're testing one unique offer (B) against your control offer (A), using your control creative (maroon) and control list (orange).

A common alternative to the slow-moving A/B test is the full-scale **multivariate test**. By simultaneously testing many creative/offer/list combinations in a single test matrix, you greatly increase your chances of finding a winner quickly. However, it requires a far greater investment than you really need to make in an initial matrix.
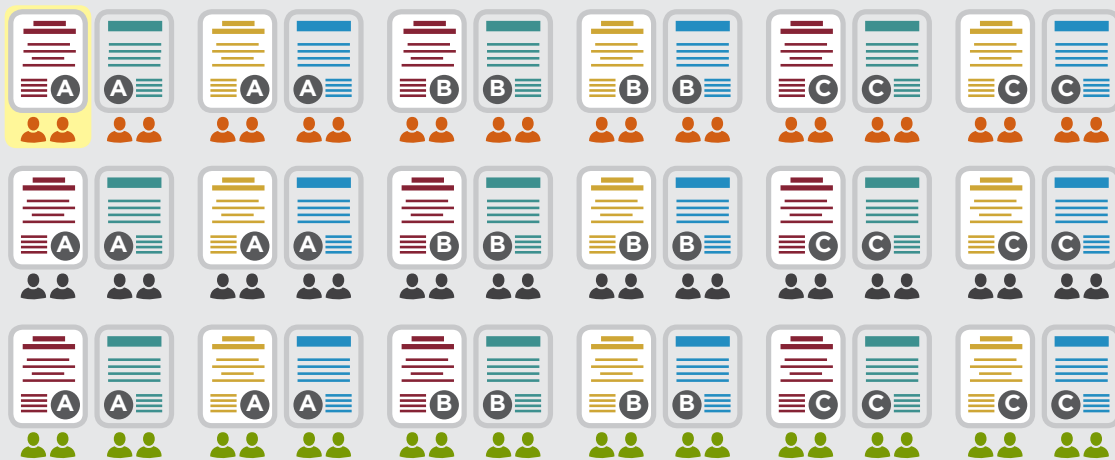


In the multivariate test matrix example above, you're testing 35 unique creative/offer/list combinations against your control (top left).

# FAQTORTEST

## The faster, cheaper, easier, less risky (and more scientific) way to maximize growth in the direct mail channel

Sorry for the mouthful, but it's all true. Our data scientists engineered FaQtor Test to give you the most possible learnings in a single direct mail test—at the smallest possible investment—so that you can be confident that the test cell you ultimately roll out is giving you the fastest possible growth at the highest possible ROI.

We strategically structure the matrix in such a way that we can employ indexing and predictive analytics to find winning test cells that you didn't have to pay to test. So whatever you invest in the initial test, you're going to get an average of **400% more** in terms of data and likelihood of success.

In this FaQtor Test matrix example above, you only need to test seven unique combinations against your existing control (top left), but through indexing, you'll be able to measure the impact of **all 35 unique potential winning combinations** in the entire matrix.

FaQtor Test is the perfect way to "dip your toe" in a direct mail test launch. You don't have to pay for any of the indexed cells that might bring potential winners, and if those indexed cells lose, you didn't pay a dime to test them anyway (and you can avoid wasting any money on them in the future).

But FaQtor Test doesn't just save you money—it increases the value of your investment. Every additional dollar you invest in the initial matrix will exponentially increase your chances of finding a cell that **drastically** accelerates your pursuit of maximum growth and profitability.

*Case Study:* **BE FRUITFUL AND MULTIPLY**

*SeQuel's strategists would consider an initial test matrix that populates eight cells at statistically significant volumes to be fairly robust. However, the leadership at Client A chose to populate 28 actual combinations in the initial matrix, which included 19 lists & models, various offers and a few creative concepts. (Through indexing and predictive analytics, that matrix generated 171 total combinations, or 530% more cells than they paid for.) On top of that, Client A wanted to mail about 4x more pieces per cell than what our strategists initially proposed.*

*The benefits of that aggressive initial test have been far-reaching and ongoing. Client A made the most of FaQtor Test's predictive analytics, and thereby accomplished the equivalent of decades of A/B testing in a three-month test window. With the help of those invaluable early learnings and ongoing refinement, the campaign now drives thousands of sales every month.*

*Video:* **HOW FAQTOR TEST REVOLUTIONIZED DIRECT MAIL TESTING**

*Did you know that SeQuel has used FaQtor Test to index the results for over* ***1 MILLION*** *unique test combinations across countless industries? We've learned what works—and what doesn't—so you don't have to waste time or money learning those same lessons.*

*At SeQuel, we're certainly direct mail experts, but more specifically, we're launch experts. There's simply no other testing methodology on the market today that will optimize and scale your campaign as rapidly and cost-effectively as FaQtor Test.*

*Click the video below or visit* **sequeldm.com** *today to see how it works:*
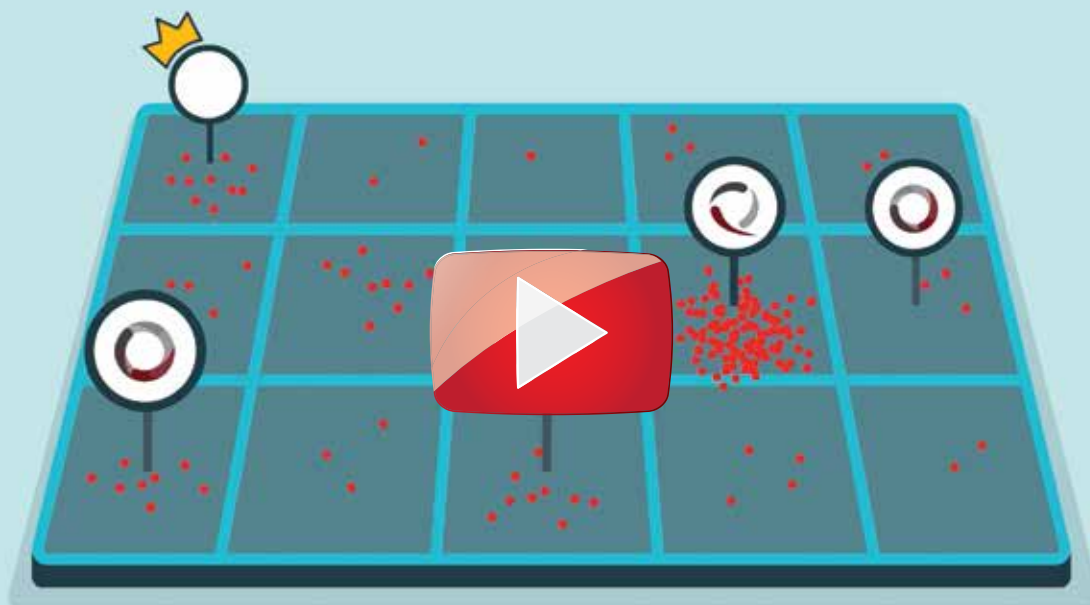
# Your company is already investing in brand advertising

Strategy for building market share isn't all that different from military strategy. Air cover is great, but if you don't have any boots on the ground that you're supporting, what's the point?

Think of TV/radio advertising kind of like air cover. It's a powerful display of strength, and certainly makes people pay attention to you, but you can't advance on enemy territory in earnest without ground forces to do all the precise targeting. That's where direct mail comes in.

*Case Study:* **IT TAKES A LITTLE TIME (SOMETIMES)**

*Before Client B started using direct mail, it was investing heavily in TV, radio and digital, but those channels weren't generating growth at the speed or scale that the company's leadership expected.*

*The problem wasn't limited to the fact that DVRs and podcasts were making it increasingly easier to skip over broadcast commercials. When you're essentially creating an entirely new product category (as Client B did by selling identity theft protection), you really need to take time to educate the prospective customer on the category itself before you can help them see why they should buy your particular product. There simply wasn't enough time to do all that in a digital display ad or 30-second TV/radio spot.*

*Direct mail, on the other hand, afforded the client far more time to tell that story. According to the U.S. Postal Service, Americans spend an average of 30 minutes reading their mail on any given occasion. Plus, a direct mail piece gives you a much longer shelf life than a TV/radio ad. If the prospect doesn't*

*have time to call right this minute, maybe they'll take the letter and stick it on the fridge as a reminder. Then, when they have a moment to spare, they can re-read it, do some more research, and call the 800-number.*

*The bottom line is, all these channels need to work together for each of them to be most effective. Thanks to the investment Client B was already making in TV/radio ads, it had built up excellent brand recognition by the time the DM pieces hit mailboxes. Those marketing synergies also work in the opposite direction, too, as one in three people who become new customers each year **(via all marketing channels combined)** had received a direct mail piece soon before enrolling.*

# Your product/service has a strong value proposition

It's certainly important that your product can be easily purchased by phone, online or business reply mail, but the companies that perform best in the direct mail channel are the ones that know exactly who they are—and who they're not.

If it's not crystal clear to prospects within seconds of opening your mail piece why your offer is different from the other ones in their mailbox (or why they should ditch their existing provider), you might as well have saved yourself the stamp.

## *Case Study:* STICKING IT TO THE MAN

*Even before we began developing Client A's direct mail concepts, its marketing was already unabashedly going for the throat of its largest competitor, exploiting every soft spot in the home-security giant's armor.*

*For starters, Client A charged 57% less than the competitor did for 24/7 monitoring. But Client A also positioned itself as the alarm company that, unlike its competitor, gave customers flexibility. The competitor locked customers into pricey multi-year monitoring contracts… whereas Client A required no contracts, and allowed customers to turn monitoring on or off month to month. Plus, the competitor's alarm equipment required contracted installers to come set it up, whereas Client A's equipment was easy for customers to set up (or take down and transport) on their own in less than an hour.*

When your differentiating value is positioned that clearly, it becomes a much more straightforward purchase decision for prospects skimming a direct mail piece. That's especially true when you're new to the mail, and prospects have grown increasingly numb to competitors' letters after years of dominating their mailboxes.

*In section #5, we'll talk about how you can use a competitor's prior mailings to save you money on testing.*

# Your customer file is clean, updated and shareable

Before you can optimize and scale your direct mail campaign, you first need to understand everything there is to know about your existing customers. And no, it's not enough to know anecdotally that your customers tend to be homeowners over 40 with two kids and a six-figure household income.

Once we have your customer database, our data teams will match that information with various third-party data sources, allowing us to identify and analyze endless trends in your customers' demographics, psychographics, purchase behavior, etc. We'll then build look-alike models and find ***droves*** of similar consumers who are equally likely to buy your product or service— especially those who tend to respond to direct mail offers.

Although modeling is the lifeblood of scale and growth, some companies are hesitant to share their first-party data, mostly due to customer-privacy concerns, but sometimes it's simply because their other marketing channels haven't required it. But in direct mail, where most of a campaign's performance hinges on the accuracy of your targeting, to withhold that information will severely hamper performance.

## DON'T ENTRUST YOUR CUSTOMER FILE TO JUST ANYONE

*If an agency approaches you about launching a direct mail campaign, one of the first questions you should ask them is whether their data-security protocols are SOC 2 Certified. If they're not, and you share your customer file with them, you might be putting your customers' sensitive personal information at risk.*

*After an extensive third-party audit, SeQuel's cybersecurity measures were awarded industry-leading SOC 2 Certification according to the American Institute of Certified Public Accountants, so you'll always know that your customer data is safe with SeQuel.*

| CYBERSCURITY MEASURE | SEQUEL RESPONSE | OTHER AGENCIES |
|---|---|---|
| Procedures meet AICPA standards | ✓ | ? |
| Risk management plan | ✓ | ? |
| Continuous threat monitoring | ✓ | ? |
| Unusual activity alerts | ✓ | ? |
| Corrective action authority | ✓ | ? |
| Random process screenings | ✓ | ? |

*Indicator #5*

# Your competitors use direct mail

If that's the case, clearly somebody in your competition's marketing department is measuring their campaign's performance and deeming it to be a worthwhile investment—there's no reason it can't work for you, too.

*Case Study:* **SPYING ON THE ENEMY**

*When we first engaged with Client A, its chief competitor was mailing over 96 million pieces per year, and the fact that the competition had been mailing aggressively for decades actually proved to be a big boon for Client A.*

*Using our comprehensive marketing research tools, we were able to analyze years of recurring trends in the competitor's testing efforts (such as demographic targeting, offer structures, and creative concepting) and leverage that intelligence in Client A's initial test matrix. By using the competitor's prior testing dollars to springboard Client A's success, SeQuel has helped Client A quickly become the single fastest-growing company in its industry.*

*Remember, the longer you wait to enter the direct mail channel, the longer your competitor will remain unopposed in potential buyers' mailboxes… so let's get a move on!*

# Your competitors *don't* use direct mail

Just because a competitor isn't in the mail yet, that doesn't necessarily mean it couldn't be a profitable acquisition tool for you. In fact, it might be a golden opportunity for you to rule the mailbox, and begin a one-on-one conversation with your prospective customers before any of your competitors begin fighting for their attention.

The good news for you is that we developed FaQtor Test to maximize your learnings in an initial test while also minimizing your risk. By easing your way into the channel with a low-risk FaQtor Test, you'll have the opportunity to see that a "worst-case scenario" can still be profitable, giving you the confidence to keep testing, which is really the only way to crack the code to the explosive growth that could be waiting for you.

*Case Study:* **IT PAYS TO BE A TRENDSETTER**

*When Client B first met SeQuel, none of its competitors were using direct mail, but the client's leadership agreed that they fit SeQuel's profile of a brand that could achieve scale quickly. So they decided to start small with an initial test, which then justified about 2 million total mail pieces over the course of the first year of the campaign. A handful of years later, mail had become the client's single largest member-generating marketing channel. Had Client B not taken that small step to test direct mail back then, it would have missed out on over* **1 million new customers** *in a three-year window.*

# You don't have much internal direct mail expertise

Some might perceive that as a bad thing, but in reality, all it means is that direct mail likely hasn't yet been thoroughly considered as a potential acquisition tool. No one has really pushed the idea internally, because no one's prior work experience has exposed them to the rapid growth your company might be missing out on.

The good news is that, with the help of customer modeling, as well as your learnings from the investments you're making in other marketing channels, you're already much further ahead than you think in your quest to optimize a direct mail program.

Admittedly, from a creative perspective, what works in brand advertising doesn't tend to work in direct response... so you might not have much of a head start there. But ideally in your brand and digital advertising efforts, one or two offers have tended to outperform the others you've tested, and that information can certainly springboard your direct mail success.

## *Case Study:* MAKE ME YOUR BEST OFFER

*Client B's internal marketing department had little direct mail experience before meeting SeQuel, but their learnings from other marketing channels gave them the confidence to be aggressive in their offer testing right out of the gate. In addition to other offers in the initial test, Client B agreed to test a 30-day free trial, a 60-day free trial, a 90-day free trial, and even went so far as to offer a 1-year free trial to the test audience. The client's leadership had such great faith in the value of their product and customer service that they knew trial users would want to pay to stick around—and tell their friends. Today, Client B is the largest identity theft protection service provider in the U.S., and continues to acquire over 30,000 new customers through the mail every month.*

# You tried direct mail before, and it didn't work

Generally, when this is the case, we like to do a comprehensive download of every aspect of those efforts. Oftentimes, after we peel back the onion on previous tests or campaigns, we find that the client was unknowingly placing one or more significant handicaps on performance, such as:

- **The initial test matrix wasn't robust enough (didn't contain enough lists, offers or concepts) to find a combination that could justify a rollout.**

- **Too many concepts were tested, and not enough lists/data sources were tested.**

- **Success of the initial test was measured according to the performance of the entire testing effort, rather than the performance of the best-performing test cell.**

- **An agency convinced the client to run an unnecessarily expensive full-scale multivariate test.**

- **The overall test design wasn't optimized for indexing and predictive analytics.**

- **The models that were built (if any) using the client's existing customer database weren't complex enough (especially if the highest-revenue customers weren't prioritized).**

- **The merge-purge and other data-hygiene processes didn't remove all duplicate/non-deliverable addresses.**

- **There were holes in the digital integration strategy or offline-to-online data matching.**

- **The campaign's online landing page and/or call-center script wasn't optimized.**

- **The internal creative teams lacked a complete understanding of the differences between brand creative and direct-response creative.**

- **A postcard was used as the creative rather than a letter-and-envelope package.**

This certainly isn't an exhaustive list, but if any of those sound familiar, you're not alone. We've worked with numerous clients who had tried mail before, and were doing a lot of things right, but just needed a fresh set of eyes to find the optimization opportunities that can make all the difference.

*Case Study:* **EVERYBODY DESERVES A MULLIGAN**

*When we first met Client A, they had tried one direct mail test previously. It performed reasonably well, and was actually profitable on the whole, but it didn't give the company hope that direct mail was the key to solving its growth limitations. As we began dissecting that prior test, we noticed that they had tested more creative concepts than offers (a big no-no), and one of those concepts was a postcard, which, as a general rule, will drastically underperform relative to a letter-and-envelope package.*

*But our strategists had bigger fish to fry. In the previous matrix, the client had committed the cardinal sin of testing: They only tested one list source. In direct mail, the creative concept will have roughly a 10% impact on performance, the offer accounts for about 30%, and the list/data source will have by far the greatest impact, dictating upwards of 60% of the campaign's success or failure on average. We've seen examples where (all other test variables equal) one list has outperformed another by 2,833%. Put simply, testing only one list should give direct marketers everywhere a debilitating "fear of missing out."*

*To make matters worse, that one list source that the client tested was a new-mover file, which typically captures only about 200,000 transactions per month (nowhere near a large enough audience to blow the lid off the client's slow growth). As you already read in section #4, quality look-alike models are critical to scaling quickly, and our best-performing model outperformed the client's previous control list by 50%, ultimately helping us double the client's sales rate in the initial test phase.*

# You think direct mail is too expensive

Many marketers steer clear of direct mail because they're hung up on the fact that they can achieve lower cost-per-acquisition (CPA) levels in digital channels. That might be true for certain digital media, but direct mail's ROI is still 8% higher than paid search, 50% higher than display ads, and virtually identical to social media, according to *Data & Marketing Association (DMA)* industry averages. What's more, those digital efforts quickly reach a growth cap—there are only so many customers you can acquire at those CPAs.

Direct mail, however, solves the scale problem. It allows you to find tens of millions of prospects who share various attributes with your existing customers... using terrestrial data that's far more nuanced and reliable than online data (we'll explain why that is in section #11).

*Case Study:* **FILL MY EYES WITH THAT DOUBLE VISION**

*On an annual basis, Client B's direct mail program alone brings in…*

**192%**
more new
customers than
paid search

**287%**
more new
customers than
direct URL visits

**792%**
more new
customers than
organic search

**2,059%**
more new
customers than
email

**8,061%**
more new
customers than
display ads

**186,338%**
more new
customers than
social media

*Each year, **direct mail alone** generates the same number of new customers as **all digital channels combined**. In other words, relative to digital efforts, direct mail allows Client B to effectively **double its annual growth**.*

So how do you truly figure out if direct mail is "too expensive"? For starters, if you bill your customers on a recurring basis as part of a membership, subscription or ongoing premium, there's a good chance direct mail would work for you. As a general rule,

*If the lifetime revenue (LTR) of your average customer is more than a few hundred dollars, you should have more than enough built-in margin to tolerate direct mail CPAs.*

# You think direct mail is extinct

SeQuel is certainly doing direct mail differently from anybody else out there, but we're not the only ones who have figured out that **it still works**.

Amazingly, marketers aren't merely **still** spending money on this "archaic" channel—they're spending increasingly **more** as time goes on. The Winterberry Group estimated direct mail spending in the U.S. to be $42.3 billion in 2018, and *Target Marketing Magazine's Media Usage Survey* recently showed direct mail's popularity in acquisition efforts rising 7.7% year over year.

According to a recent *DMA Response Rate Report*, direct mail response rates had reached their highest levels since 2003. Customer-file response was up 56% since 2010, and prospect-file response more than **doubled**.

On average, direct mail **response** is...

**222%**
**better than display ads**

**383%**
**better than social media**

**480%**
**better than paid search**

**867%**
**better than email**

With those performance metrics in mind, this research should come as no surprise:

- People **like** getting physical mail, according to the USPS
  — 98% of people check their mail every day
  — 56% of people say receiving mail is a "real pleasure"
  — 55% of people "look forward" to learning what they've received in the mail

- People **prioritize** their mail, according to data provider Epsilon
  — Three out of four U.S. consumers sort through their physical mail as soon as they get it

- People **buy** via direct mail, according to the DMA
  — Nearly two-thirds of people have bought something because of a direct mail piece
  — 70% of customers have re-started a relationship because of direct mail

- Millennials **respond** to direct mail, according to research agency InfoTrends
  — Millennials open 66% of all direct mail pieces they receive
  — The average Millennial has responded to a direct mail piece within 2.4 months (20% better than the average across all age groups)
  — 63% of Millennials who had responded within a three-month period actually made a purchase

- People **trust** direct mail, according to research firm MarketingSherpa
  — Direct mail is among the three marketing channels consumers trust most when making a purchase decision
  — Direct mail is trusted by twice as many consumers as online display ads
  — The five most trusted channels are all traditional media, while the bottom eight channels are all digital

- People **remember** direct mail, according to marketing research agency Millward Brown
  — Tangible materials leave a deeper footprint in the brain than those presented on a screen
  — Physical material involves more emotional processing in the brain, which is important for memory and brand associations

(Make no mistake—we've got nothing against digital marketing. When done right, integrated digital targeting will actually play a critical role in determining how quickly you can scale your direct mail campaign. More on that in the next section.)

# You have concerns about online data

Ad fraud. Fake news. Questionable viewability/conversion metrics. These only scratch the surface of programmatic display advertising's PR problems. The deeper issue is that third-party online data can't hold a candle to third-party terrestrial data, both in terms of accuracy and abundance. For example, the ad-buying platform ChoiceStream recently conducted a study that found a particular data vendor had identified 84% of users as both male and female.

As one anonymous ad-tech executive told *Digiday*, "A lot of the data that informs programmatic media buying is unreliable and conflicting. So what brands are spending their money for isn't necessarily the thing they think they are spending their money for."

## "No, I'm not interested in buying tickets to WrestleMania XXXIV."

To compare the accuracy of offline and online third-party data, one of our employees went to aboutthedata.com to view the terrestrial data that Acxiom had on him. Just as marketers would hope, the data provider had collected accurate offline information pertaining to his age, gender, income range, asset range, housing, education, purchase behavior, voting behavior, investment behavior, retail banking behavior, automotive behavior, insurance behavior, telecom behavior, credit card behavior, mortgage behavior, smartphone preferences, and sports preferences.

However, when he went to [bluekai.com/registry](bluekai.com/registry), he found much of the online data that Oracle had collected on him to be highly imprecise, if not altogether inaccurate:

| | | |
|---|---|---|
| **Age:** | **45-49; 55-64** . . . . . . . . . . . . . . . . . . . . . | *He's 27* |
| **Gender:** | **Male, Female** . . . . . . . . . . . . . . . . . . . . | *He's a man* |
| **Marital Status:** | **Married** . . . . . . . . . . . . . . . . . . . . . . . . . . | *He's never been married* |
| **Children:** | **Infants, Toddlers, Children, Tweens/Teens** . . . . . . . | *He has no children* |
| **Hobbies:** | **Wedding planning** . . . . . . . . . . . . . . . . | *He is single* |
| **Things You Might Have Bought:** | **Sauces, Spices & Seasonings** . . . . . . | *He doesn't cook* |
| | **Cosmetics** . . . . . . . . . . . . . . . . . . . . . . . . | *He has never purchased makeup* |
| **What Others Know About You:** | **Animal Lover** . . . . . . . . . . . . . . . . . . . . . . | *He doesn't like cats or dogs* |
| | **Do It Yourself (DIY)** . . . . . . . . . . . . . . | *He is not handy whatsoever* |
| | **Wrestling Fan** . . . . . . . . . . . . . . . . . . . . . | *He hasn't watched professional wrestling since he was 13* |

(You can also visit those two sites yourself to compare the offline and online data that's been collected on you, and we strongly encourage you to do so, especially if you're spending any significant portion of your marketing budget on programmatic media.)

It's clear that online data has fallen victim to "quantity over quality." As former ChoiceStream CMO Matt Rosenberg told *Digiday*, "Advertisers need scale, and as a data vendor, if you can't provide that, no one will buy your segment."

# SEQUELSURROUND

## Digitally enhance your direct mail performance

In spite of these concerns, digital channels can still help you scale your direct mail campaign faster, and you don't have to sacrifice data integrity to do so. Our proven multichannel strategy, SeQuel Surround, allows you to activate quality offline data in online environments (through the use of sophisticated individual and household display targeting and first-party online data from "walled-garden" ecosystems such as Facebook, etc.) That lets you have multiple touchpoints (both offline and online) with your best prospects in a very short window of time, helping your direct mail campaign quickly cut through the clutter and drive more people to respond.

## *Indicator #12*

# SeQuel has contacted you

One of the main reasons we've been named to the *Inc. 5,000* list of the fastest-growing private companies in the country (in four consecutive years) is because, candidly, we don't pursue prospective clients that aren't capable of growing... and growing fast.

Over the years, we've developed an industry-wide reputation for quickly and cost-effectively launching and scaling highly profitable direct mail campaigns. That experience has allowed us to build a comprehensive profile of various characteristics that make a brand a "sleeping giant" that just needs direct mail to wake it up.

By the very nature of this "scalability" profile, the most obvious characteristic we look for is a product or service that has the ability to be produced, sold and bought at scale. But beyond that, if you get an email from one of our team members, please know that our extensive research into your brand has checked enough boxes to make a conversation worth our time—and yours.

## Streamline your direct mail launch

As a full-service agency with decades of combined direct mail expertise, we love coming in and educating new clients on this powerful growth tool, and

walking them through every step of launching a rapidly scalable direct mail campaign. Not only that, but we will also help you steer clear of the various pitfalls that can drastically hinder your success.

*"The personnel is the No. 1 contributing factor that sets SeQuel apart from other agencies. There was a huge learning curve with myself and other team members, and it was no problem to the team at SeQuel. They were always willing to dive in and educate as many people as possible. I owe my success to them, completely."*
*–Annabel, Client B*

SeQuel's turnkey suite of services makes it the perfect choice for seamlessly launching your direct mail campaign:

- Marketing research
- Campaign strategy
- Sophisticated testing
- Data procurement & processing
- Customer modeling
- Integrated digital targeting

- Offer development
- Copywriting & graphic design
- Print production
- Postal optimization
- Performance analytics

Technically, you could use a different vendor for each of the capabilities above. But is it really the best use of your time to juggle countless email threads and keep every vendor in the loop on what the others are doing? As an extension of your internal marketing department, we'll spin all those plates for you, giving you all the expertise and bandwidth you could ever need... in a single point of contact.

# Conclusion

If any of those 12 indicators resonate with you, there's a good chance that direct mail could be the key that unlocks the explosive growth your company is looking for. All you have to do now is find a direct mail agency with a testing methodology that will help you get there as quickly and cost-effectively as possible. Because the longer you wait, the better your competitors will get at using direct mail to acquire customers who (once you give them the choice) might actually prefer what **you** have to offer.

# Grow your business faster with smarter direct mail

Contact the launch experts at SeQuel today!

**SEQUEL**

R E S P O N S E

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