

Helping Catalog Marketers Seek the Postal Antidote

WHITEPAPER



CO-MAIL

Co-mailing optimizes your postage savings by combining mailing to increase the pre-sort levels of pieces entering the postal system. Most catalogers can realize savings of \$35/M or more when co-mailing. With three decades of co-mail experience, we offer tremendous flexibility and the largest platform of co-mail equipment in the industry. Our co-mail solutions offer virtually every mailer the opportunity to participate, regardless of circulation or trim size. Our huge co-mail pools mean higher than average Carrier Route pre-sorts so customers typically realize the lowest postage rates possible. Co-mailing actually enhances your ability to drop ship by creating SCF eligible containers.

DROP SHIP

Drop-ship discounts are applied for transporting your catalogs as close to their final destination as possible. Drop-shipping also improves in-home delivery consistency. Our drop ship program delivers daily to SCFs across the U.S. to drive additional savings.

USE ADDRESS HYGIENE

Avoid becoming "junk mail!" Six to ten percent of all mail is typically undeliverable because of address problems. Address hygiene minimizes the amount of bad addresses, appends postal codes for automation discounts and optimizes mail delivery, not to mention the potential to increase your response rates.

ELIMINATE DUPLICATE ADDRESSES AND NONRESPONDERS

Delivery optimization solutions such as merge/purge and suppressions eliminate waste and save postal dollars by mailing the right number of pieces to the people who are most likely to respond.

EVALUATE CIRCULATION PLANS

Determine whether marginal house file names meet ROI requirements based on historical Life Time Value measures. Then you can intelligently examine your contact strategy and adjust the number of times you mail to a contact as an alternative to cutting each mailing. Purge your list of nonbuying, lapsed customers or direct those names into a direct mail reactivation campaign.

USE ADVANCED DATABASE TECHNIQUES

Select and segment customers and prospects more effectively. Quad Data Solutions offers a wide variety of analytics and supporting services to collect, house, analyze and apply your data to create customized, highly targeted mailings. Not only can you reduce printing and postage costs by mailing only to your best customers and prospects, you can increase your response rates.

IMPROVE RESPONSE RATES WITH 1-TO-1 PERSONALIZED MESSAGING AND OFFERS

Unleash the power of your database by adding highly targeted personalization to your catalog. You'll drive up sales and lower your cost per response, while building stronger, more profitable customer relationships. Our state-of-the-art manufacturing platform offers a full menu of solutions to customize your mailpiece with variable text and images in both black-and-white and color.

EXPLORE THE OPTIONS

There are many ways to connect and engage with prospects and customers. Combining print and online channels to acquire, engage, retain and grow average order size is key to growing your business. We help you understand all the options, navigating through postal regulations and supporting you every step of the way.



See how we can help.



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