

Amping up the media mix



Smartmail Marketing

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Executive summary

This report tells the story of the modern, integrated media mix that combines channels for effective marketing to drive better results. Research, expert opinion and case stories illustrate the impact of adding mail to the mix.

Skim through this summary and follow the “read more” links for a deeper dive into the full report.

To jump through the document sections, click on the buttons in the menu bar.

Effective marketing for better results:

1 Understanding the customer journey

Don't miss out on channels that could help drive better results. In sports we give credit for assists. In life we know it takes a village. So, as marketers, why have we been waging channel wars, weaponizing digital at the expense of proven media? We've picked channel favourites and grown accustomed to giving credit only to the final piece of advertising that's closest to the sale.

Find out why marketing effectiveness takes balance, watch a customer journey in action, read about a French study that concludes mail is an indispensable ingredient of integrated marketing and an ideal driver of web traffic. Multi-channel or omni-channel? Discover what matters and why.

[Read more >>](#)

2 Integrating mail in the mix

There are different ways to deploy traditional media, new ways of strengthening the mix and renewed opportunities to benefit from the synergy that happens when media channels work together. Discover the catalytic effects of adding different media channels to the mix. Learn how Pitney Bowes' attribution modelling quantifies the influence of direct mail on the marketing mix and how they know direct mail acts as a rising tide for all media.

“What we've found is that of all the channels used, marketing mail is the strongest as a rising tide that raises all other channels. For us, it's not about physical versus digital but rather the combination of the two driving the best overall performance.” - PITNEY BOWES

[Read more >>](#)





3 Sequencing media for success

Media channel combinations depend on multiple factors, such as industry, audience, budget, short and long-term goals. However, studies show that sequencing matters.

SCANDINAVIAN NEUROMARKETING STUDY

Together, print and digital channels have a greater effect than separately – with the most successful campaigns being conducted in print channels first and then supported in digital channels – enhancing emotional impact.

[Read more >>](#)

4 Optimizing the mix

It's important to connect all the channels, but what's the best mix and how many should be included? Do results plateau once a certain threshold is reached? Research suggests the more channels deployed, the more effective the campaign.

In the case of service marketers in the financial, pensions and utility sectors, Australian research found that traditional channels interplay to drive online conversion.

In the U.K., JICMAIL, a Joint Industry Body responsible for implementing channel research, builds connections into media planning systems, including joint industry metrics – lifespan, reach and frequency. Read what they discovered about open and read rates, dwell times and reach – plus the commercial actions that followed.

The best way to find out what works is to test, learn, repeat and scale up quickly when you achieve success. Wayfair Canada teamed up with Canada Post to test programmatic mail and the Wayfair mailing resulted in double the response rate vs. digital-only efforts (online and email re-targeting). Golf Town launched a triggered marketing campaign to turn online browsers into in-store shoppers, with resulting sales revenue of \$158,000.

Programmatic mail enables brands to stand out by matching CRM data with pre-set business rules to engage customers in a physical, personal and proven way. It's now possible to create and deliver personalized direct mail within hours of online activity, to immediately capitalize on real-time customer signals.

[Read more >>](#)



5 Amplifying marketing performance

There's evidence that the media effect when combining web, email and mobile with print is a 45 per cent increase in response rates over a digital-only media mix. Eighty-six per cent of marketers also say that combining online channels with offline marketing as part of an integrated and synchronized campaign is critical to long-term success.¹

We explore examples of how mail works with other channels to offer a richer and more engaging experience that drives better results:

MAIL + MOBILE

Geo-location data provides information on where a device is being used. Geo-fencing places a virtual boundary around a specific location. Together they provide movement tracking information that maps the customer journey. Discover how to increase response rates with a combination of mobile and direct mail.

MAIL + SOCIAL MEDIA

Use social data to create personalized catalogues, amplify direct mail with social influence or take people from a direct mail piece to a shoppable social feed.

RBC partnered with lifestyle brand OVO to create an exclusive direct mail piece to integrate with social sharing and hashtag tracking. Social media further amplified exposure of the direct mail and enabled additional online re-targeting.

MAIL + OUT OF HOME (OOH)

Data often shows that the people who visit a store don't live nearby. Kinetic Canada connects programmatic out-of-home and direct mail media for more precise targeting. Using geo-location data, the software cross-references out-of-home billboard locations and addresses to ensure companies are actually reaching their audience across all channels.

MAIL + EMAIL

Canada Post research suggests integrated campaigns that include direct mail get more consumer attention, emotional engagement and brand recall than single-media digital campaigns. While research on other channel combinations concludes that campaigns are most successful when digital follows direct, the opposite is true of an email/direct mail combination. Brand recall peaks when direct mail follows email, outperforming the average for other single and integrated media campaigns by 40 per cent.

[Read more >>](#)



1. *Mix digital and physical marketing to build an integrated plan.*
The Globe and Mail, Sept. 2020.



1

Understanding
the customer
journey



1 Effective marketing for better results: Understanding the customer journey

We operate in a changed world, where brands communicate more directly with consumers and media is more dynamic than ever. For example, addressable TV can serve up ads based on household preferences. We can shop content through tags on Instagram and buy-it-now prompts on blogs. We can stream radio online and deliver direct mail programmatically.

With more channels to consider and infinite opportunities to connect, how do you stand out, win a greater share of the market and build a loyal following? By creating campaigns that blend media, sequence channel communications and hit every touchpoint, companies are changing the way they tell their stories, attract attention and extend their reach.

In a competitive marketplace, every win counts. Don't miss out on channels that could help drive better results.

WHAT THE MARKETING MEDIA EXPERTS SAY

In sports we give credit for assists. In life we know it takes a village. So, as marketers, why have we been waging channel wars, weaponizing digital at the expense of proven media? We've picked channel favourites and grown accustomed to giving credit only to the final piece of advertising that's closest to the sale.

Mark Ritson has consulted for major brands, is a marketing journalist, multi award-winner and the face of an online Mini MBA in Marketing. He believes we've wasted the past decade focusing our channels too narrowly:

"We forgot one of the key lessons of media, which is 1 + 1 = 3...we've lost the secret formula of synergy. Spread your money. You'll almost certainly see a better result."

The expert opinions of Mark Ritson are echoed throughout the industry. Marketing effectiveness takes balance. Just as it always did in the past, a well-adjusted mix of channels works together to achieve better results.



1

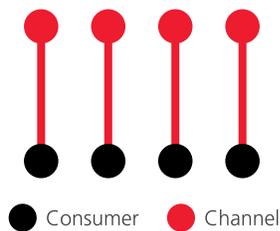
Understanding the customer journey

MULTI OR OMNI: DOES IT MATTER?

So how do you achieve channel balance? Many of us use the terms multi- and omni-channel marketing interchangeably. While both models have a role to play in the marketing ecosystem, they are fundamentally different:

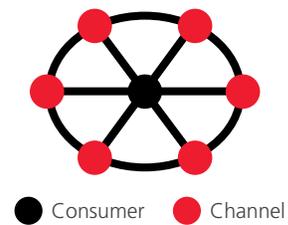
Multi-channel marketing uses multiple media and marketing channels to communicate with, engage and sell to a consumer. Each marketing channel operates independently, with its own objectives and strategies, and provides a siloed exposure or interaction.

- › Organized around channel
- › Based on the purchase funnel
- › Promotes a consistent message
- › Advertising communication
- › Static (channels don't talk to each other)



Omni-channel marketing creates an integrated, seamless, connected experience. A customer is seen as one person on a journey that includes multiple touchpoints.

- › Organized around customer
- › Based on the customer journey
- › Provides a consistent experience
- › Creates brand value
- › Dynamic (channels talk to each other)



It's important to give customers a connected and personalized experience across channels. It's also easier said than done. The golden rule is to keep customers at the heart of the experience – allowing brands and businesses to grow and evolve. It's about using touchpoints to create a journey – one dedicated to moving a customer who feels valued along the path to purchase.

Watch this customer journey in action to see how you can use different channels, in unison, to encourage conversions while building connections.



1

Understanding
the customer
journey

FRENCH MEDIA STUDY

Balmétrie is a study conducted annually in France by MEDIAPOST. It measures how consumers react and respond to marketing mail that comes to their homes. In 2017 the study revealed that well-targeted mail is both welcome and effective. It showed that heavy internet users are equally attentive to physical advertising. It also highlights how versatile marketing mail can be, targeting multiple areas of interest such as food and drink, sport, travel, fashion, cooking, home improvement

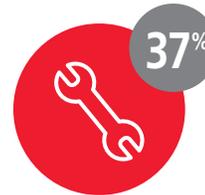
and gardening. The study concludes that mail is an indispensable ingredient of integrated marketing and an ideal driver of web traffic. Canada Post research conducted by Kantar also concludes that 88 per cent of Canadians visit a store or go online after receiving a direct mail piece.

- 84% of respondents check their mailbox every day.
- Following the receipt of a door drop or direct mail, 39% visited a supermarket website.

FOLLOWING THE RECEIPT OF A DOOR DROP OR DIRECT MAIL... ²



Visited a **hyper/
supermarket**
website



Visited a **DIY/
gardening
supplier** website



Visited a
catalogue sales
website



Visited a
cosmetics
website

2. Fifth annual Balmétrie study surveyed a total of 16,000 people throughout 2015 and 2016 by the IPSOS institute in collaboration with the centre d'étude des supports de publicité (CESP)/the centre for the support of advertising media research.



2

Integrating mail in the mix

2 *Effective marketing for better results:* Integrating mail in the mix

The rules of the game have changed. There are different ways to deploy traditional media, new ways of strengthening the mix and renewed opportunities to benefit from the synergy that happens when media channels work together.

The core media strengths direct mail is known for haven't changed: physicality, data, connectivity. Direct mail amplifies other media channels and reaches consumers at home, where they make their purchasing decisions. It has the potential to make the mix stronger.

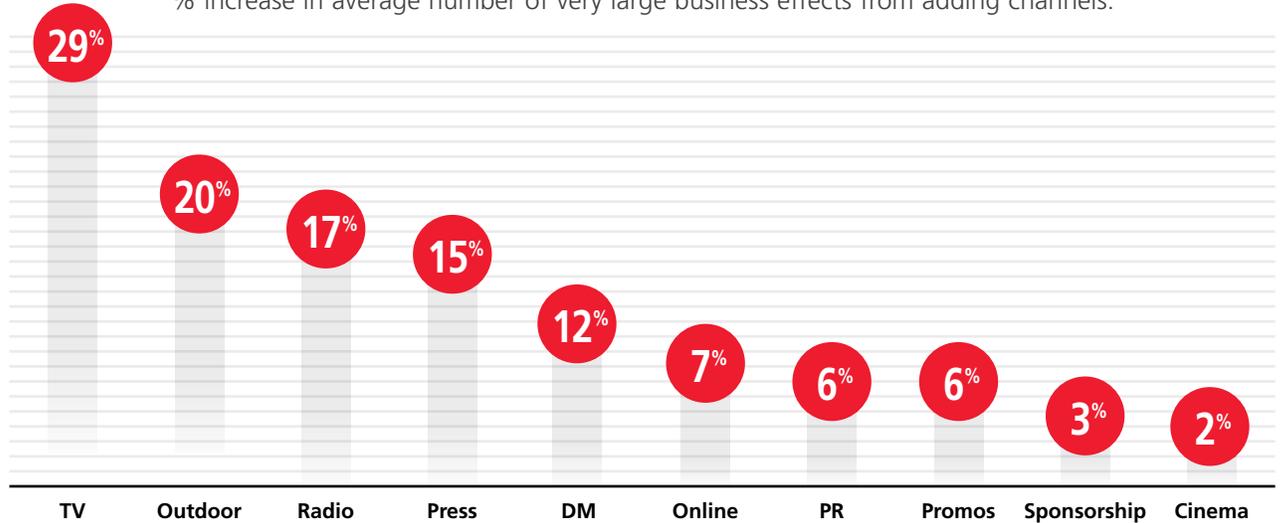


2

Integrating mail in the mix

CATALYTIC EFFECTS OF MEDIA CHANNELS ⁴

% increase in average number of very large business effects from adding channels.



Different channels have different catalytic effects on campaign results. According to marketing effectiveness research from Les Binet and Peter Field,³ the business effect of direct mail when added to the channel mix scores in the top five (see above).

As the media landscape evolves and technology advances, direct mail has picked up some extra skills that further enhance its value to the marketing mix – contributing to marketing effectiveness, both for acquisition and retention.

WHAT EFFECT DOES MAIL HAVE ON THE MIX?

When Lands' End cut catalogues, it lost \$100 million – later discovering that 75 per cent of customers making purchases had first reviewed the catalogue. And, in an attempt to go online and reach customers faster, Nordstrom stopped mailing rewards notes, in-store foot traffic suffered and earnings forecasts had to be adjusted.

Pitney Bowes' attribution modelling quantifies the influence of direct mail on the marketing mix. The following real-world scenario demonstrates the influence of direct mail, as well as the challenges of last-touch attribution (where the last channel leading into the purchase is given credit).

3. *Marketing Effectiveness in the Digital Era*, 2016 Binet & Field/IPA Base all IPA Cases.

4. *The 10 key factors driving advertising effectiveness*, presented by Mark Ritson, Toronto Nov 2019 (ThinkTV).



CAMPAIGN SCENARIO

A marketer spends \$10,000 in marketing and delivers 50 orders with a cost per order (CPO) of \$200. All activity drives audiences to the campaign website to

place orders. Orders are attributed to the channel that directly led to the order on the website.



CHANNEL



BUDGET



ORDERS



CPO

CHANNEL	BUDGET	ORDERS	CPO
Search	\$3k	14	\$214
Display	\$2.5k	10	\$250
Video	\$0.5k	2	\$250
Social	\$2k	6	\$333
DM	\$2k	4	\$500
Direct Website	\$0	14	\$0

Removing direct mail from the mix to save budget actually resulted in fewer orders and a higher CPO – demonstrating that last-touch attribution doesn't tell the full story.

Based on this scenario, removing direct mail looks like a good decision to improve cost-per-order performance (\$174) and save money (20 per cent cheaper) with the least impact to the number of orders (46). So, as a test, the marketer removes direct mail from the marketing mix, only to find that, while the overall spend was smaller (\$8,000), it was less effective. Orders declined by 15 to 35 total orders and the CPO increased by 14.5 per cent to \$229. This short-term thinking combined with a last-touch approach to attribution would have a negative effect in the long term.

DIRECT MAIL AS A RISING TIDE FOR ALL MEDIA

Just as the Binet and Field research showed, the Pitney Bowes scenario demonstrates that direct mail was influencing other channels in the mix. But it was not getting the last-touch credit. By removing direct mail, all the orders that were initiated from or influenced by the direct mail outreach were also removed – 15 orders. To understand the true influence of the direct mail element, Pitney Bowes looked at all orders that were placed and matched them up to the data list

that was used to send the direct mail. Where there was a match, credit was given to direct mail for the order placed (along with the other channel that participated and helped drive the transaction).

For example, some people who received the direct mail later searched for the company in Google, saw the search ad, clicked on it and placed their order – with the search ad getting the last-touch credit. This was also true for people who received the direct mail, went to the website but then left. They were later exposed to one of the display ads through re-targeting efforts, clicked on the ad and came back to the website to place their order. If the direct mail had not been sent, they may never have gone to the website and the opportunity for re-targeting would have been lost.

“What we've found is that of all the channels used, marketing mail is the strongest as a rising tide that raises all other channels. For us, it's not about physical versus digital but rather the combination of the two driving the best overall performance.” - PITNEY BOWES

2

Integrating
mail in
the mix



2

Integrating mail in the mix

BARBIES RESTAURANTS USE LOCALLY TARGETED DIRECT MAIL

There are 13 Barbies in greater Montréal and Quebec and the eatery offers great value on grilled food made from fresh ingredients at an affordable price. While Barbies also uses billboards, television and radio to advertise, direct mail advertising has always been a staple of its marketing programs. The restaurant chain is a longtime believer in direct mail because it triggers sales.

In 2019, Barbies combined strong value offers with data-driven geotargeting and doubled redemption rates.

“Direct mail is a first-class way to communicate with people. You can touch it. You can see it. When a flyer arrives, it feels like home.”

- SPYROS CHRISTOPOULOS, Co-owner and co-founder, Barbies Restaurants





3

Sequencing
media for
success

3 *Effective marketing for better results:* Sequencing media for success

Media-channel combinations depend on multiple factors, such as industry, audience, budget, short and long-term goals. There's no one-size-fits-all formula. However, studies have shown that sequencing matters. Research published by Canada Post in 2016⁵ found direct mail to be most effective when it follows email, display and pre-roll. The Scandinavian study below suggests print should precede digital. There's no doubt that channels work better when they're connected. What's important is to test, learn and scale when successful.

SCANDINAVIAN NEUROMARKETING STUDY

Two hundred Swedes and Danes aged 18-65 took part in this extensive study, which tested actual brands and real campaigns for the first time.⁶ It provided a deep understanding of the roles that print and digital communication play in people's day-to-day life. The study demonstrates how together these two channels have a greater effect than separately.

5. *Connecting for Action*, Canada Post, 2016.

6. *Behind the Mind: How the brain reacts to printed and digital communication*, PostNord, Ipsos and Neurons Inc. 2016 IKEA, Lindex, Panduro Hobby, ICA, Plantorama and SuperBrugsen participated with printed and digital advertising.



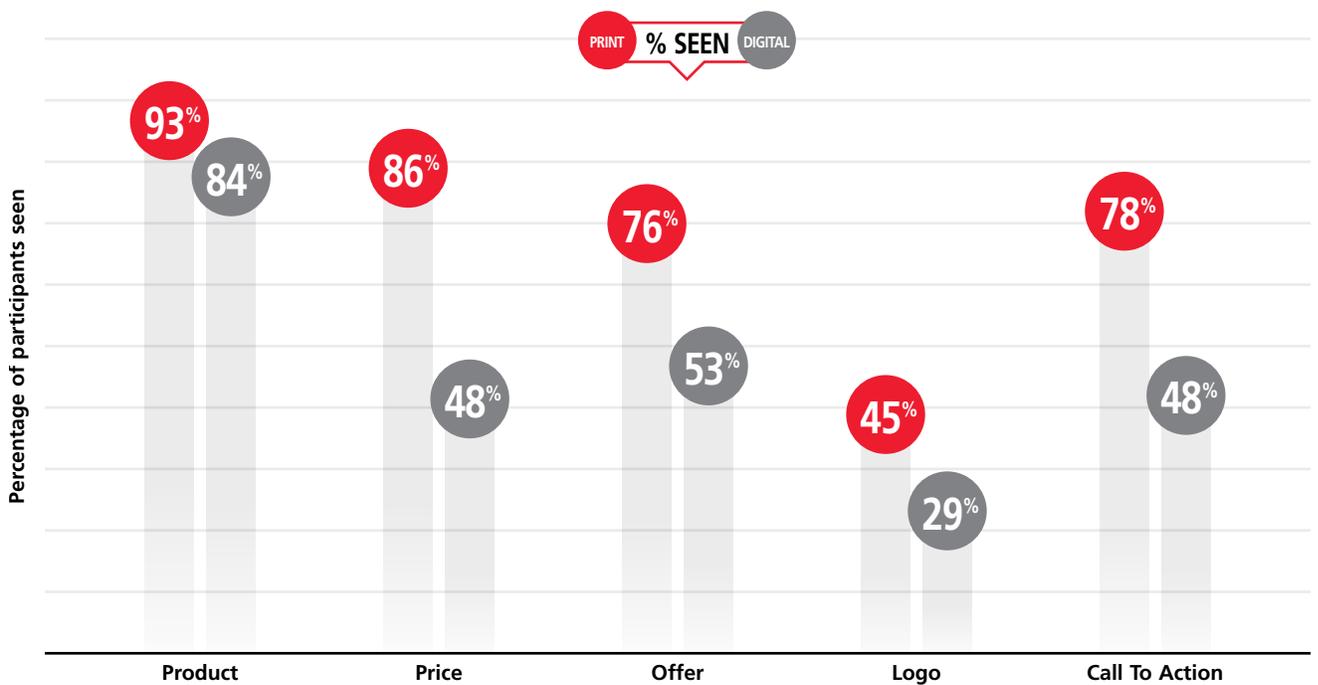
The study concludes that the most successful campaigns are conducted in print channels first and then supported in digital channels – enhancing emotional impact. Printed advertising arouses more positive feelings and recipients are more focused, making it a better way to highlight specific points and communicate longer, more detailed messages. Following digital with print doesn't have the same effect. Digital advertisements require more effort, so some elements go unnoticed and emotional connection is weaker. When digital advertising follows printed advertising, the brand message is reinforced. According to Binet and Field, marketers must find balance by looking beyond return on investment (ROI) and factoring in

return on emotion (ROE) – creating campaigns that not only focus on short-term results but also build brands for the long term.

Interestingly, the Scandinavian study discovered that many participants who, before the test, said they preferred digital advertising were shown to react better to print. What we perceive isn't necessarily where the truth lies. As seen below, printed channels generate higher attention for all relevant parts of an advertisement and more attention once the advertisement has been seen properly.

HOW THE BRAIN REACTS TO PRINT VS. DIGITAL COMMUNICATION ⁷

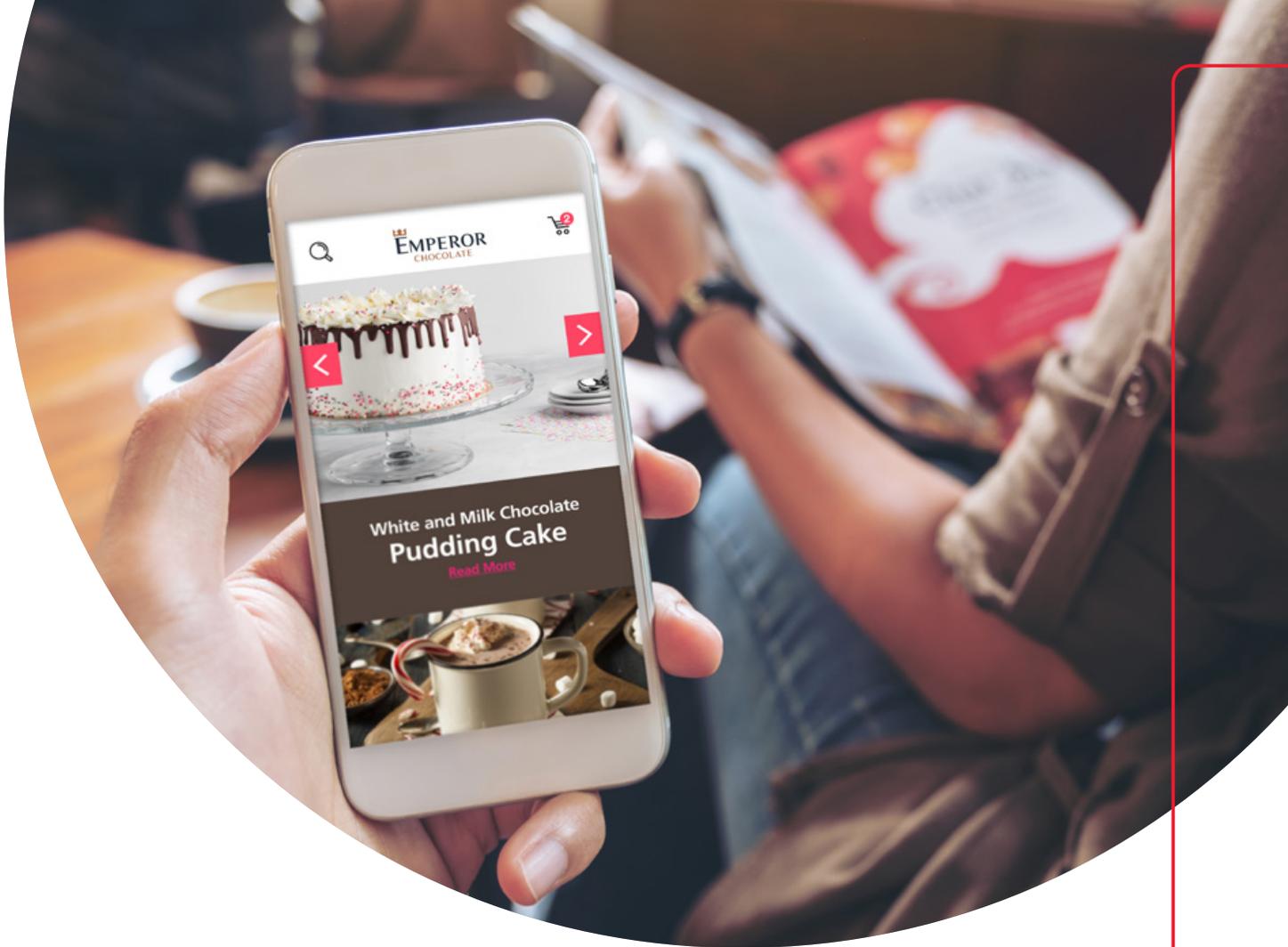
Printed advertising generates more attention for all relevant elements of a campaign



3
Sequencing media for success



7. Behind the Mind: How the brain reacts to printed and digital communication, PostNord, Ipsos and Neurons Inc. 2016.



4 Effective marketing for better results: Optimizing the Mix

4

Optimizing
the mix

Although many people agree that connecting the channels is the right way to ensure marketing effectiveness, the question is how many channels to include in the mix. Is it the more the merrier, or is there a threshold where results plateau?

HOW MANY CHANNELS?

The Effie Awards began in 1968 in the U.S. and have since expanded globally to over 40 national and regional programs worldwide, including Canada. In each country, they honour the most effective marketing campaigns.

Marketing expert Mark Ritson has analyzed the first 50 years of Effie winners to determine the 10 key factors driving advertising effectiveness. One of those key drivers is the number of channels deployed. The research suggests the more channels deployed, the more effective the campaign. Optimizing mix maximizes impact.

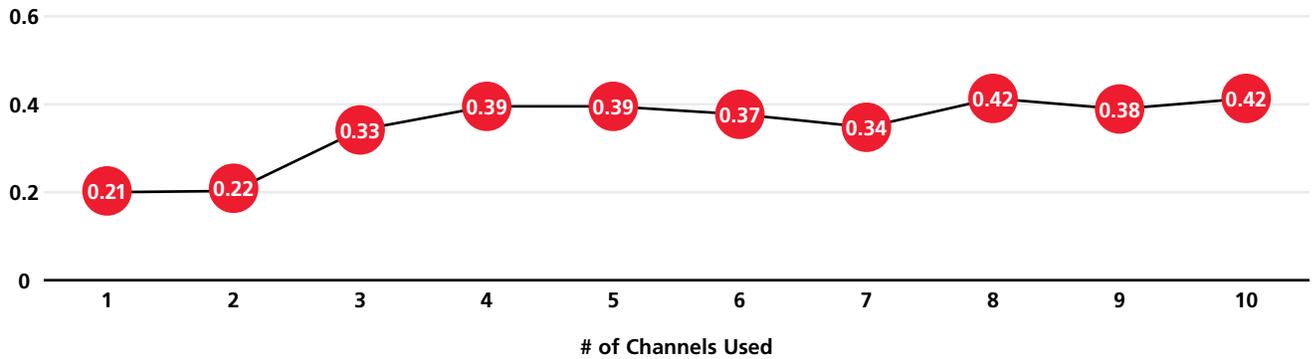
“People shop and learn in a whole new way compared to just a few years ago, so marketers need to adapt or risk extinction.”

- BRIAN HALLIGAN, Founder & CEO of HubSpot



Award Score

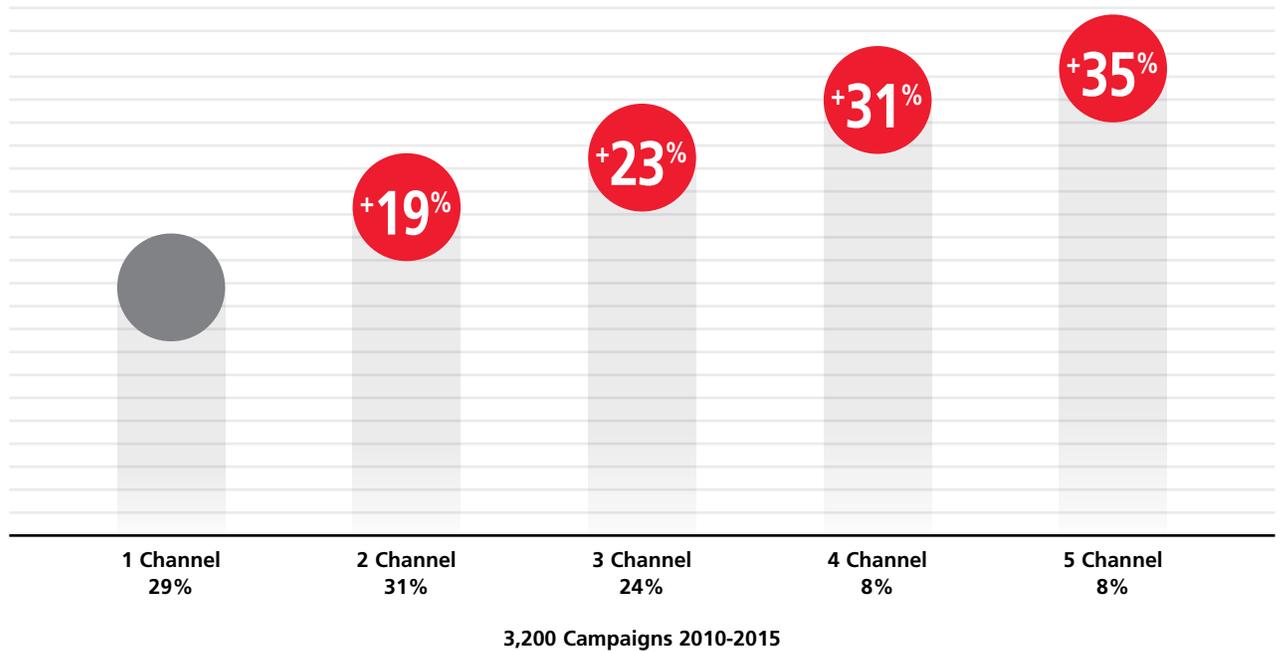
MORE CHANNELS = MORE EFFECTIVENESS⁸



Ritson's findings confirm the outcome of previous U.S. research by Analytic Partners, which suggests that adding channels progressively increases the ROI of a campaign. Twenty-nine per cent of the 3,200 campaigns

they analyzed used only one channel while only eight per cent used five channels. As channels were added, ROI increased by 19 to 35 per cent.

MULTI-CHANNEL COMMUNICATION⁹



4

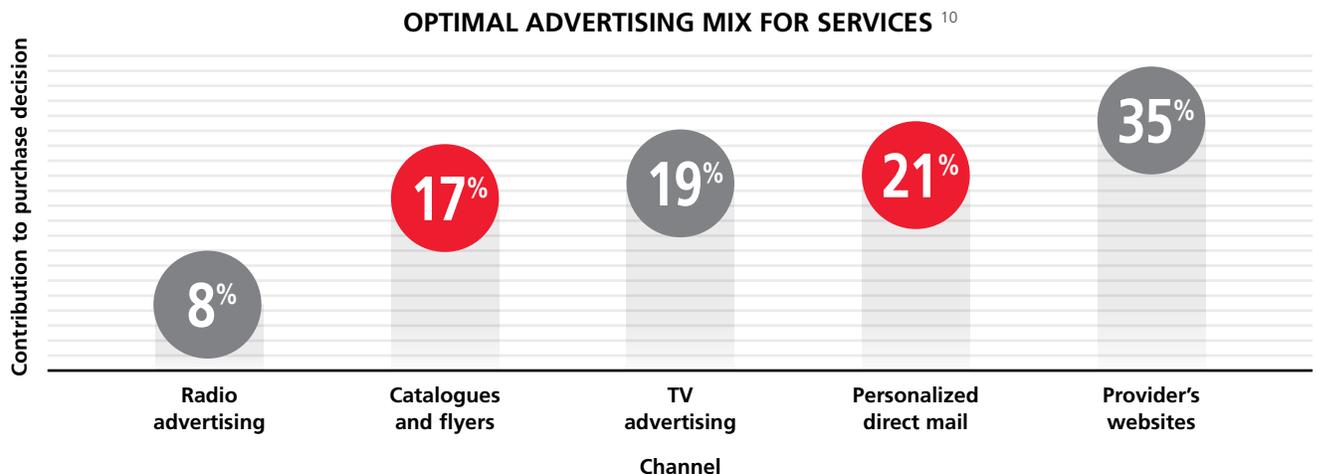
Optimizing the mix

8. Increase in effectiveness awards score in relation to number of channels used. The 10 key factors driving advertising effectiveness, presented by Mark Ritson, Toronto Nov 2019 (ThinkTV).
9. The 10 key factors driving advertising effectiveness, presented by Mark Ritson, Toronto, Nov 2019 (ThinkTV). Research conducted by Analytic Partners.

THE BEST CHANNEL MIX FOR SERVICE MARKETERS

An Australian report provides insights into the channel combinations that influence service purchases in the finance, pensions and utility sectors. It found that traditional channels interplay to drive online conversion and four channels influence up to 92 per cent of purchase decisions: websites, direct mail, TV, flyers.

Traditional channels interplay to drive online conversion. Personalized direct mail (the second most influential channel for service providers) appears to interplay with TV advertising, catalogues, flyers and radio advertising to drive customer conversion via a service provider's website.



The research found that personalized direct mail, TV ads, catalogues and flyers are more influential during the initial consideration stage, whereas radio ads play a more significant role when making a final choice between alternative services. And, while personalized direct mail scores well with younger professionals, catalogues and flyers resonate with youth and younger families. As consumers age, the number of channels influencing their purchase decision grows. The study found that amongst young people, preferences focus on a few key channels – websites, TV ads, catalogues, flyers and newspaper/magazine ads. Retirees use up to seven channels in their decision process.

THE EFFECT OF MAIL IN AN INTEGRATED MIX

In the U.K., JICMAIL, a Joint Industry Body responsible for implementing channel research, builds connections into media planning systems including joint industry metrics – lifespan, reach and frequency. Commercial actions taken as a result of receiving mail are also included in the data. Audience data is compiled from a diary that follows each

piece of mail for four weeks in a nationally representative sample of 1,000 households per quarter across the U.K. JICs enable advertisers and their agencies to understand the effectiveness of cross-media marketing campaigns.

JICMAIL reveals the actions mail can drive in the month following delivery of marketing mail to the home:

- Over 74% of items (that are enclosed) are opened by consumers.¹¹
- 65% of all mail items are read/looked at.
- The average mail item has a dwell time in the home of nearly 8 days.
- 31% of addressed mail goes on to create any commercial actions, such as prompting a purchase, visiting a website or going to a physical store. For example, 3% of items initiated a call to the sender and 9% an online journey.
- The average reach for a piece of addressed mail is 1.13 (for every 100 people receiving a mail pack it is shared with another 13).

4

Optimizing
the mix

10. *Creating connections that matter: Optimising the advertising mix for services*, Australia Post and Australian Consumer, Retail and Services (ACRS), November 2015 (research relating to financial services, pensions, utilities providers.) ACRS is a unit within the Department of Marketing at the Monash Business School.

11. Q4 2019 cumulative data of 118,000 mail items.

IPA Touchpoints reported that 37 per cent of people bought or ordered something in the past 12 months as a result of receiving mail.¹² Independent JICMAIL

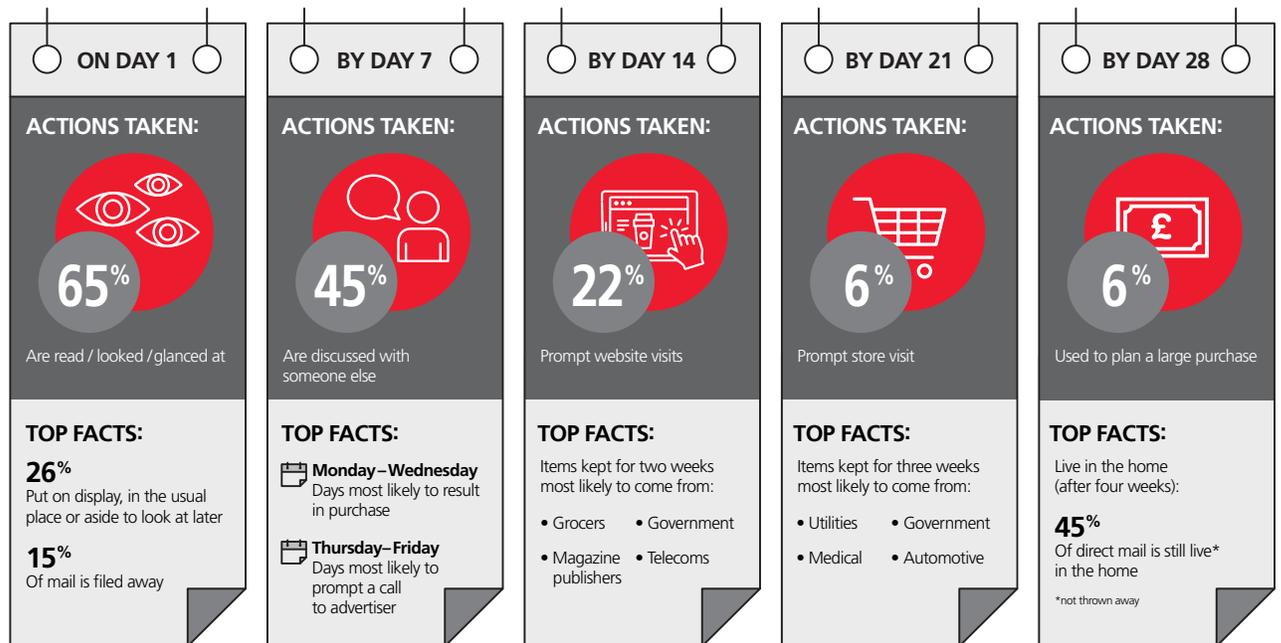
data demonstrates that mail delivers multiple actions, many of which are commercial, for example:



A MONTH IN THE LIFE OF U.K. MAIL ¹³

The Month-in-the-Life-of-Mail infographic below demonstrates the reach of marketing mail and illustrates how it can incite action as a key player

in an integrated campaign. See how advertising mail reaches more people, more often, over a 28-day period.



4
Optimizing the mix

TEST, LEARN, REPEAT

Just like the customers they seek to influence, every marketing campaign is different. How do we know what mix works best and which touchpoints resonate most? While there are guidelines and industry precedents,

there's not a one-size formula to fit all. The best way to find out what works for a particular sector, budget and goals is to test, learn, repeat and scale up quickly when you achieve success.

12. IPA Touchpoints, 2017.

13. JICMAIL Item and Audience Data: Q4 17 to Q3 18

PROGRAMMATIC MAIL

Test, optimize and experiment. There's always a new way to approach the mix. Programmatic mail is the physical equivalent of digital remarketing, combining the best of online and offline. It enables brands to stand out by matching CRM data with pre-set business rules to engage with customers in a physical, personal and proven way. Literally putting brands in the hands of consumers, programmatic mail combines the timeliness of online media with the sensory appeal and proven results of direct mail. Based on a customer's activity and intent signals, it's possible to create, automatically print and deliver a personalized direct mail to the customer in as little as 48 hours. Programmatic mail is a way of recapturing sales by reaching customers that online ads and emails don't.



MAIL TRIGGERED BY CALL-CENTRE INTERACTIONS:

Following a call centre conversation, customer intentions can be quickly translated into a personalized direct mail piece that leads to action. For example, programmatic mail could be used to retarget a customer calling a telco about phone or digital services.

RE-TARGETING BASED ON ONLINE AND OFFLINE BEHAVIOURS:

A customer visiting a store to buy a pair of jeans could be targeted with a mail piece promoting accessories.

A stop at an automotive dealership could trigger a personalized follow-up package including the model, colour and an incentive to take a test drive. Someone visiting a travel website to research a resort could be mailed information about similar destinations. An online request for an insurance estimate could lead to a package of information in the mail and the name of a specialist who can help.

Canada Post Partners have a number of programmatic mail solutions to support marketing objectives and business needs and can execute on the many intent signals and customer behaviours to drive further engagement with brands.

4

Optimizing the mix

DIGITAL TRIGGERS

What are some of the online events that could activate a physical follow-up?



Abandoned cart



Abandoned form



Social follow



Website visit (invisible lead)



Opened/unopened email



First purchase



Birthday/membership anniversary



WAYFAIR TESTS PHYSICAL AND DIGITAL TRIGGERS TO ATTRACT, NURTURE, CONVERT

Wayfair Canada teamed up with Canada Post to test programmatic mail. Using data and Canada Post Expert Partners to conduct the tests, the Wayfair mailing resulted in double the response rate vs. digital-only efforts (online and email re-targeting).¹⁴ Using qualified data sets (e-commerce index/cart, postal code) to test adding direct mail (postcards and mini-catalogue) to its digital media mix, Wayfair's aim was to attract new users, as well as increase conversion by nurturing prospects who had abandoned their carts. The result was a 90 per cent lift over the control created from the demographic look-alike group.

"We like the approach Canada Post takes. It's not common, especially with non-digital players, to take an experiment-driven approach to test and understand different hypotheses. The fact that we were able to learn and experiment together, at a fast pace, was great."

– DAVINDER SINGH, CMO, Wayfair Canada



DIRECT MAIL TURNS ONLINE BROWSERS INTO IN-STORE SHOPPERS

Traffic to golftown.com is strong and steady. And Golf Town stores are where visitors can hit balls, putt on greens, road-test prospective purchases and get expert advice from sales associates. Could online visitors be converted to in-store shoppers for the peak golf season? To find out, Golf Town launched a triggered marketing campaign. Identifying the most popular product categories (clubs, balls, shoes, apparel and bags), Golf Town mailed promotional offers within three days of a visit to those web pages. The resulting sales revenue was worth \$158,000.

"We were able to determine that retargeting doesn't need to be seen as an online only marketing tactic."

– FRED LECOQ, Vice President of Marketing and E-commerce, Golf Town and Sporting Life



4

Optimizing the mix

14. INCITE Magazine, The Year Ahead Issue, Issue 01/2019, Canada Post.



5 *Effective marketing for better results:* Amplifying marketing performance

There's evidence that the media effect when combining web, email and mobile with print is a 45 per cent increase in response rates over a digital-only media mix. Eighty-six per cent of marketers also say that combining online channels with offline marketing as part of an integrated and synchronized campaign is critical to long-term success.¹⁵

“The biggest mistake a company can make...is to underestimate the value of offline conversions and offline interaction.”

– FELIPE ARAUJO senior director of e-commerce,
Diane von Furstenberg

5

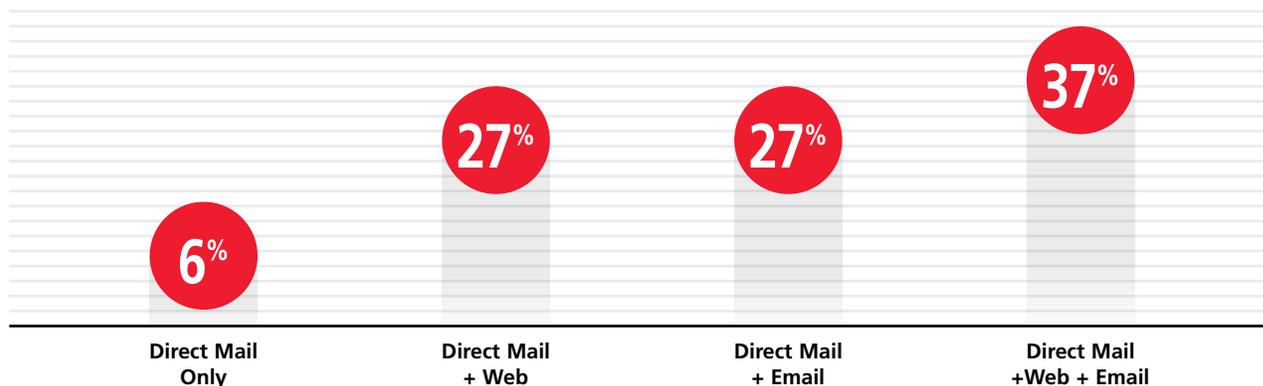
Amplifying
marketing
performance



As the commercial landscape changes, organizations are exploring new marketing angles. Listgiant and mobilecause.com have demonstrated that to improve

response rates it's crucial to use an integrated approach. Combining direct mail, email and online channels will drastically improve response rates.

RESPONSE RATES ¹⁶



Here are some examples of how mail works with other channels to offer a richer and more engaging experience that drives better results:

MAIL + MOBILE

By leading with mobile ads and using mobile data, it's possible to gauge interest and understand customer profiles. Using data to build more qualified audiences helps find look-alikes. Mobile data can also aid timing and campaign tracking, to increase qualified reach and create a more effective media response.

Mobile ads prime the customer – preparing them to recognize the brand, the product, the value proposition and the call to action. When the direct mail arrives, the brain makes a stronger and more meaningful connection to what they've already seen. To reinforce this stronger bond, the mobile ads should continue after the mail piece is delivered.

Mobile location data can also shape hyper-targeted campaigns based on real needs. Pelmorex is a leading provider of unified cross-platform and location-based data solutions. It helps marketers reach customers efficiently and effectively with strategic insights and precise targeting.

Using location data, Pelmorex helped a leading sports retailer get golfers into stores with an acquisition strategy that integrated direct mail and met with measurable success.

“You need to think about your business a bit differently. Who are the customers you specifically want to reach that you’re not reaching now? How best can you connect with the customers (in this case golfers) who will most likely be receptive to your message?”

- CELESTE NORMINGTON, Head of Data and Technology Platforms at Pelmorex Corp.

MAIL + SOCIAL MEDIA

Royal Mail Neuro-Insight research¹⁷ indicates that mail – the touchpoint that people actually touch – boosts other channels. In particular, they found evidence of how mail interacts with social media advertising:

- Consumers who saw mail first had **30%** more dwell time on social media ads.
- Memory encoding to social media advertising was **44%** higher when people had seen mail first.

Mail boosts memory response. The research suggests that people can remember more from social media advertising if they have seen mail first. And, when primed by mail, people spend longer viewing social media advertising. This suggests that mail sent out before social media advertising can make it work harder, by priming the viewer to associate and remember more, and this could increase response.

Mail is more engaging and memorable:

- **+35%** stronger than social media advertising

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Amplifying marketing performance



16. 6 Ways to Boost Your Direct Mail Campaigns with Digital Fundraising, Mobile Cause, 2019.
17. Royal Mail MarketReach, Neuro-Insight, 2018.

There are many ways to integrate direct mail with social media – from using social data to create personalized catalogues, amplify direct mail with social influence or take people from a direct mail piece to a shoppable social feed.

RBC recently partnered with lifestyle brand OVO, aiming to elevate the next generation of entrepreneurs and create more affinity with customers interested in music and lifestyle as it promoted the OVO Summit. The award-winning campaign employed direct mail, working with OVO and brand consultant Carry Corp to execute the campaign, which involved 25,000 geo-targeted mailers aimed at GTA youth between the ages of 18 and 29.

The exclusive direct mail piece (with the look of a prestige, black credit card) was created to integrate with social sharing and hashtag tracking. Social media further amplified exposure of the direct mail and enabled additional online re-targeting.

As leading marketing consultant Mark Ritson states, ***“We need the authority and credibility of proven media...multiplied by the reach and interactivity of social media, and together 1 + 1 = 3.”***

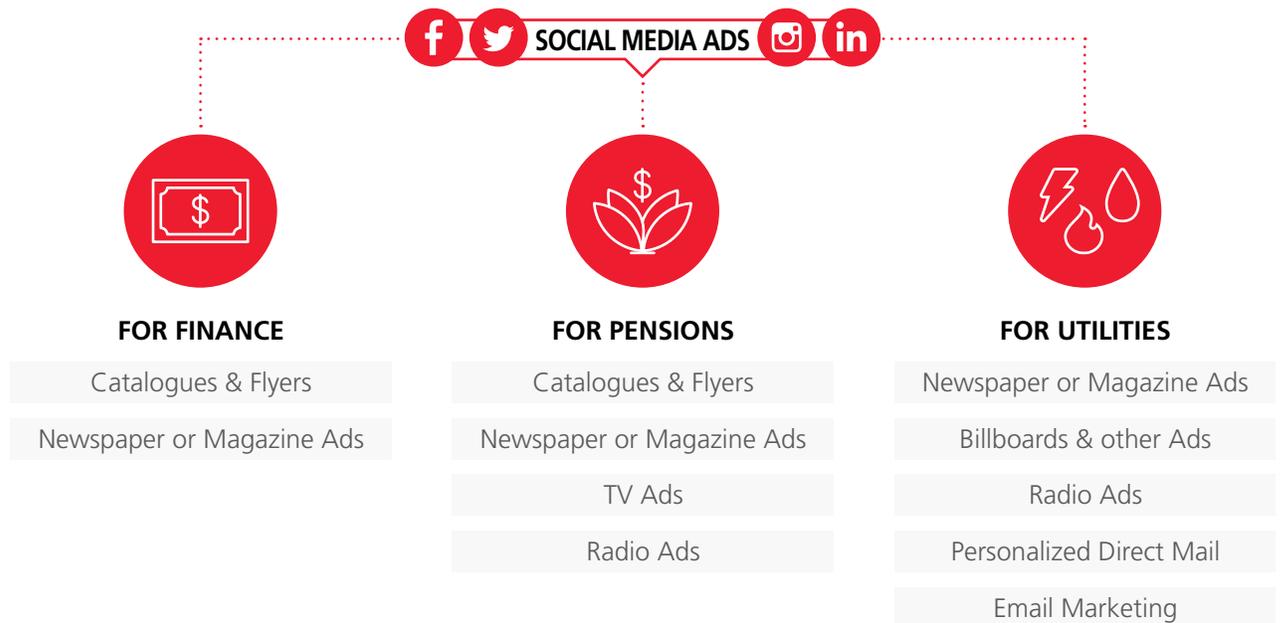


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Amplifying marketing performance



Research out of Australia about service purchases also suggests social media ads need to be paired with specific channels to be influential.

The Australian study suggested pairing social media ads with one of these channels to make them effective.¹⁸



METRO COMBINES MAIL + SOCIAL FOR THE RESPONSE THEY CRAVED

Grocery chain Metro has been using direct mail for years. The company distributes flyers and announcements about store openings, special events and loyalty programs. There's no question direct mail media works for this established brand. Still, the company is constantly looking to improve campaign results. Could direct mail amplify the results of a social acquisition campaign? Reaching look-alike audiences, Metro tested direct mail and social media alone, as well as together. The results showed that integrating direct mail with social resulted in a 64 per cent higher response rate and over four times the sales and orders.



MAIL + OUT OF HOME (OOH)

OOH advertising includes media like billboards, transit shelters and mall posters. As creatures of habit, we drive the same highways, take the same trains and pass the same billboards. One consistent finding is that often the old 'proximity-to-retail-location' rule of thumb doesn't accurately capture audience opportunity. The data often shows that the people who visit a store don't live nearby. They may go there because it's close to work. With the integration of data and technology, advertisers can tap into OOH in ways that were previously not possible.

connects programmatic out-of-home and direct-mail media for more precise targeting. Using geo-location data the software cross-references out-of-home billboard locations and addresses to ensure companies are actually reaching their audience across all channels.

"Being able to be highly targeted on all platforms has resulted in us seeing a significant increase in the redemption and conversion rates for our clients...I have always found that direct mail programs have had one of the highest redemption rates. Now that we have the ability to leverage mobile data and be highly targeted to our consumers, the efficacies of direct mail have increased significantly."

— KEVIN MCDONALD, CEO, Kinetic Canada

When it comes to connecting OOH with in-home and physical with digital, there is a lot that can be accomplished. Kinetic, the largest digital innovator in OOH advertising,

18. *Creating connections that matter: Optimising the advertising mix for services*, Australia Post and Australian Consumer, Retail and Services (ACRS), November 2015 (research relating to financial services, pensions, utilities providers.)

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Amplifying marketing performance



MAIL + EMAIL

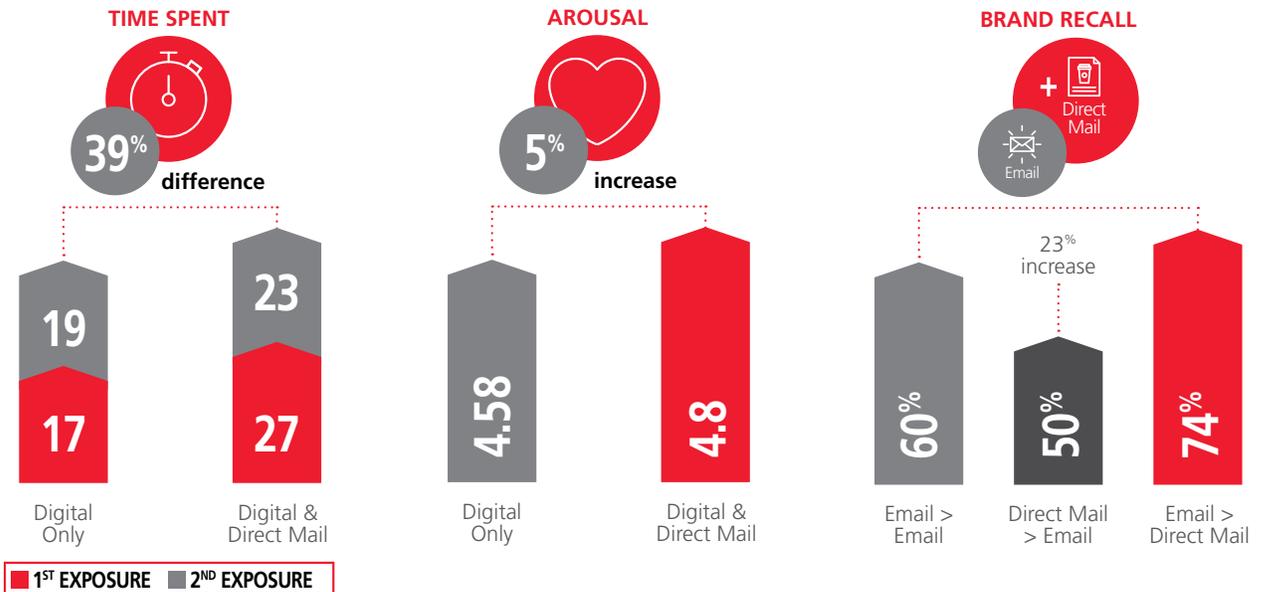
An Ipsos-led neuromarketing study conducted for Canada Post¹⁹ suggests integrated campaigns that include direct mail get more consumer attention, emotional engagement and brand recall than single-media digital campaigns. While research on other channel combinations

concludes that campaigns are most successful when digital follows direct, the opposite is true of an email/direct mail combination. Brand recall peaks when direct mail follows email, outperforming the average for other single and integrated media campaigns by 40 per cent.

**39% MORE ATTENTION
(TIME SPENT)** ²⁰

**5% MORE EMOTIONAL
INTENSITY (AROUSAL)** ²¹

**23% HIGHER
BRAND RECALL** ²²



ALTITUDE SPORTS TURNS CUSTOMERS INTO FREQUENT BUYERS

Montreal-based Altitude Sports is a leading online retailer of high-end technical apparel, outerwear, footwear and gear. Growing fast since 2011, when it became an e-commerce pure play using online marketing only, its customer retention strategy evolved in an increasingly competitive retail market. In 2017 the company began experimenting with mini catalogues to maximize retention. While the company uses e-mail to reach frequent buyers, it turns to catalogues to attract people who buy less often. In the run-up to Cyberweek 2018, Altitude sent out 160,000 catalogues and experienced a 4.2 per cent reactivation rate.

“If you’re only putting your money into one channel, you’re missing an opportunity. When looking at customer retention, people who know you and your brand react really well when you send them something special through the mail.”

- MAXIME DUBOIS, Co-Chief Executive Officer, Altitude Sports



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Amplifying marketing performance

That's a wrap

Direct mail has the power to amplify effectiveness and increase marketing performance. Integration leads to optimization, with channels working together to lift results and create better returns. Take advantage of the significant

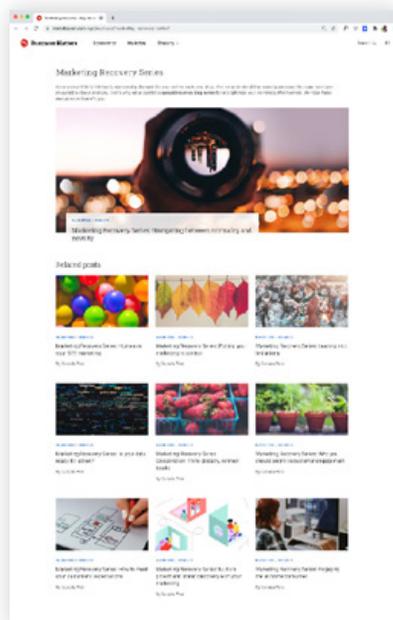
boost that mail can bring to the mix and pay close attention to positioning and sequencing direct mail media throughout the customer journey. It helps turn prospects into customers who then become frequent buyers.

WANT TO LEARN MORE? Here are some resources to deepen your understanding:

INCITE: Explore this marketing hub with expert articles and how-tos, direct mail data, case stories, blogs and more.



Marketing Recovery Series: A global pandemic changed the way we live, work and shop. This 14-part blog series focuses on marketing effectiveness.



The Essential Guide to Direct Mail: Find answers to your questions. Create better campaigns and explore real-life examples of companies that put direct mail media to work for them.



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