



**Going beyond the #10 Envelope –
New Direct Mail Concepts that Yield Positive Returns**



© **Copyright 2017 Memjet Technology Ltd.**

To the extent permitted by law, this document is PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, INCLUDING BUT NOT LIMITED TO, IMPLIED WARRANTIES OF ACCURACY, MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE AND NON-INFRINGEMENT OF ANY THIRD PARTY INTELLECTUAL PROPERTY RIGHTS.

The author and/or provider will not be liable for any misstatements or omissions, including but not limited to misstatements or omissions in relation to instructions for the operation, use or maintenance of any equipment, samples, components or software. Recipient acknowledges and agrees that whilst care has been taken in compiling this information, it may contain estimates and draft information, and may not be current, accurate or complete.

Only warranties expressly made in executed agreements will be binding on recipient and the author and/or provider of this document. Nothing herein should be construed as constituting an additional warranty. The information contained herein is subject to change without notice.



OVERVIEW

Marketing communications have undergone a tremendous evolution in recent years. Today's consumer now sees thousands of digital ads each day. As these digital messages overwhelm consumers, an interesting trend has emerged: the resurgence of printed direct mail.

The Direct Mail Opportunity

The direct mail of today is different from the direct mail of the past. No longer a stand-alone marketing channel, direct mail has become a powerful tool for driving traffic to other outlets, such as a store or online retailer. The research firm Winterberry Group's 2016 study "From Theory to Practice: Bringing Omnichannel to Life" reports that US marketers recognize direct mail as one of the best "omnichannel team players," well-positioned to drive value in concert with other media channels.

Direct mail succeeds because it reaches consumers in ways online communications cannot. It is the only advertising medium that

prospects must hold in their hands. As a result, everything about the direct mail—the message, appearance, and even feel—must make a connection with the consumer in order for the campaign to succeed.

In this white paper, we explore the elements of a successful direct mail campaign and what it takes to capture and keep a prospect's attention. We then look at a range of new, affordable printing technologies that printers, marketers, and designers can use to create direct mail campaigns that generate a sense of engagement and improved response rates.

Part 1: Improving consumer response with direct mail

Part 2: A trusted source

Part 3: Achieving a positive return on your marketing investment

Part 4: Producing low-cost, high-engagement direct mail

Part 5: Solutions that produce results

Part 6: Envelope printers that meet the demands of modern marketers

Part 7: Inkjet-powered printing makes an impact at modern postcard

Part 8: A positive return on your marketing investment



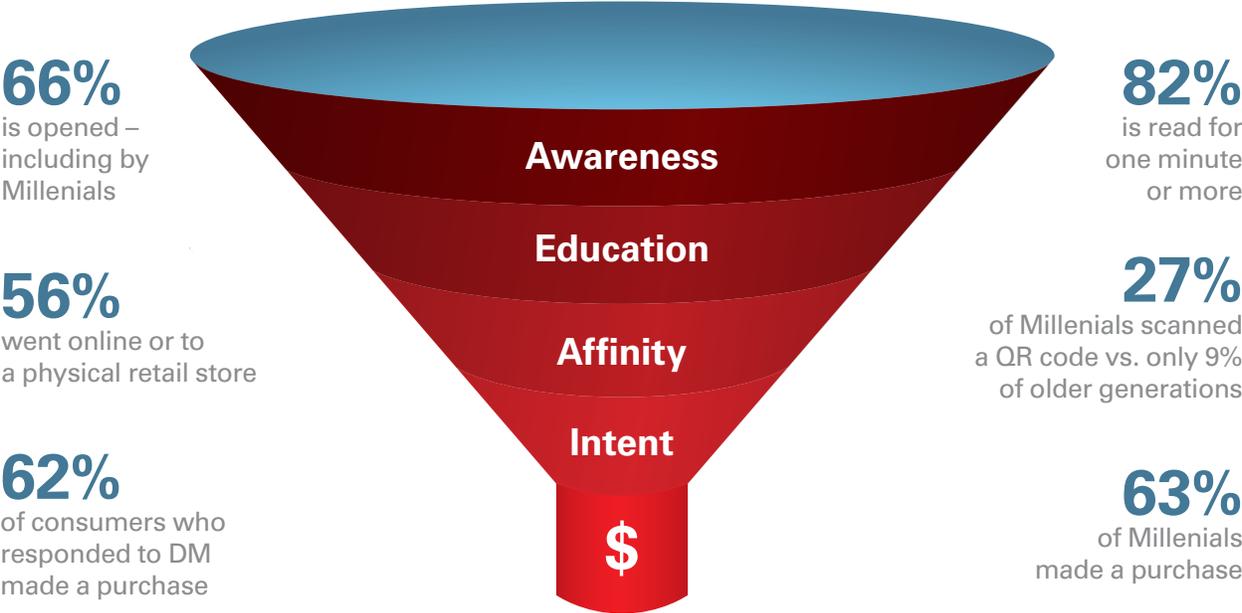
PART 1: IMPROVING CONSUMER RESPONSE WITH DIRECT MAIL

In this omnichannel, multitouch world, marketers are finding that the longest-standing channel—tactile, printed mail—is a vital tool for attracting attention and cutting through the clutter.

In study after study, the critical role of print is proven again and again. One such study was conducted by InfoTrends, a division of Keypoint Intelligence. Titled the “Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth,” this report details the role print plays in helping direct marketers extract the most from their marketing campaigns.

The InfoTrends study reports that direct mail (e.g., letters, flyers, brochures, and postcards) remains in the marketing mix because it creates a level of engagement that leads consumers of all ages to websites or into retail stores where, most importantly, they make purchases.

MAIL INFLUENCES PURCHASING FUNNEL



Source: InfoTrends, Direct Marketing Production Printing & Value-Added Services: U.S. Report

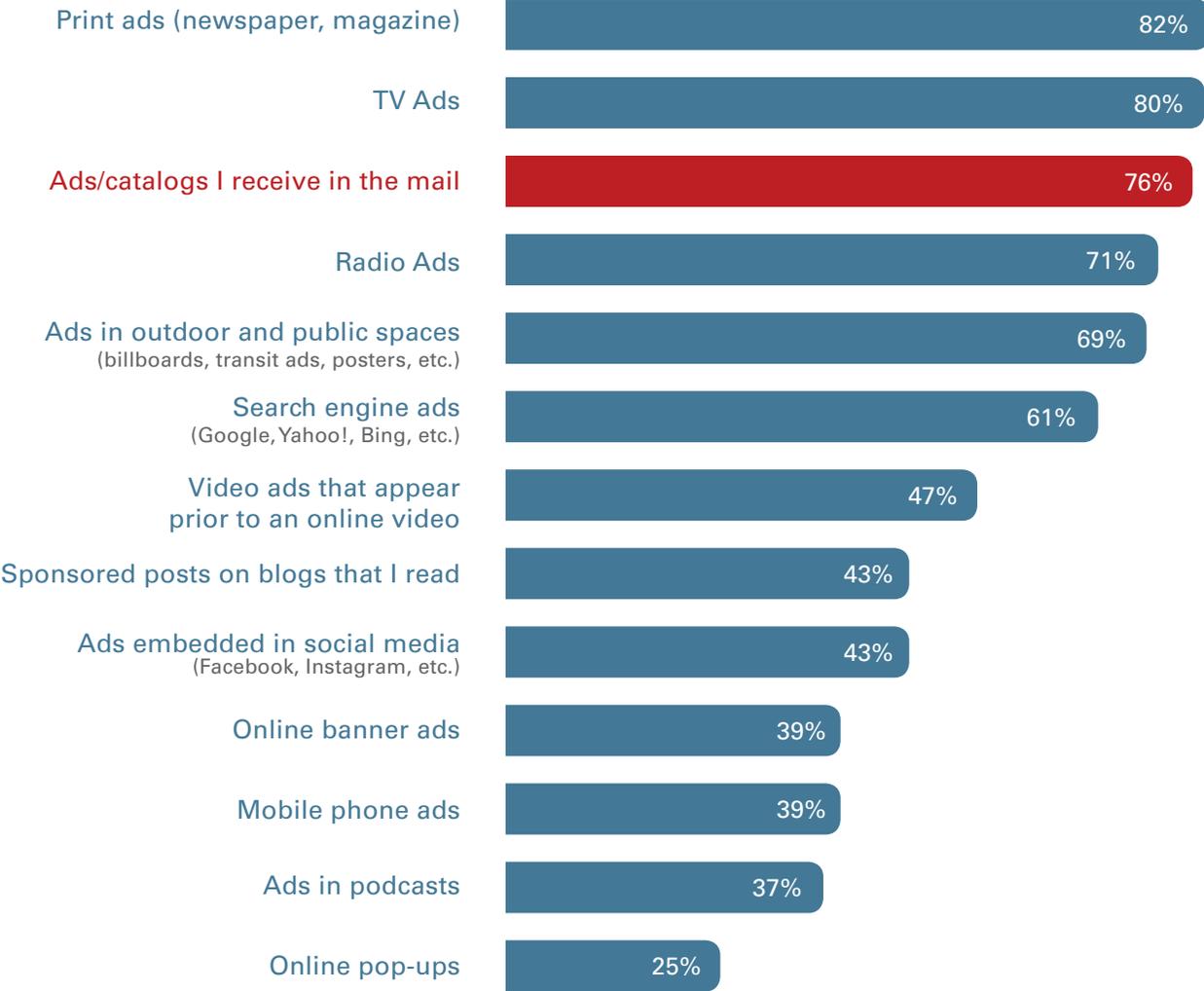


PART 2: A TRUSTED SOURCE

Direct mail motivates the recipient to action because it is considered a trusted source of information. Research done by Marketing Sherpa found that direct mail is the third most trusted advertising channel when customers are making a purchase decision.

ADVERTISING YOU CAN TRUST

Q: In general which type of advertising channels do you trust more when you want to make a purchase decision?



Source: Marketing Sherpa



PART 3: ACHIEVING A POSITIVE RETURN ON YOUR MARKETING INVESTMENT

For modern direct mail to succeed in this role as a trusted, “clutter busting,” attention-getting medium, it needs to generate a sense of engagement with the recipient. As the Direct Marketing Association (DMA) states, “Marketers need to create direct marketing campaigns that are relevant, engaging, [and high quality both in] look and feel.”

Marketers must pay much more attention to the design of their campaigns, including color, size, paper stock, shapes, and even folding techniques. Each of these elements appeals to different senses, which impacts the level of engagement a prospect has with a campaign.

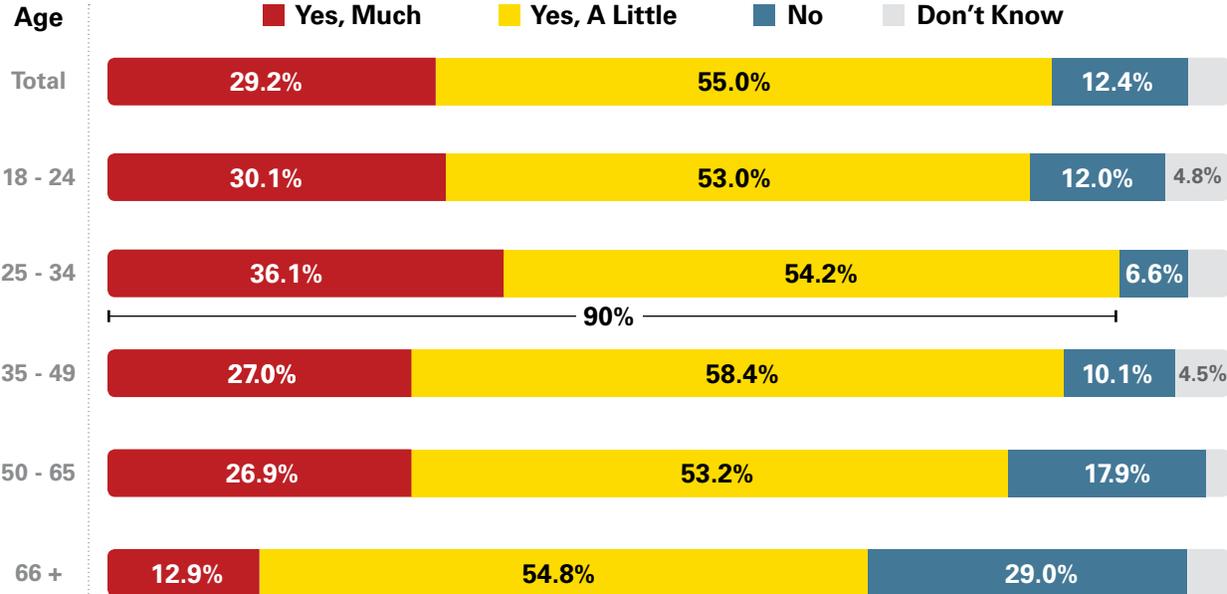
An article titled “A Bias for Action,” published in True Impact Marketing magazine, notes, “Direct mail is far more persuasive than digital media. It generates a motivation score that is

20 percent higher than digital media—even more so when the direct mail creative appeals to more senses [than simply] touch.”

In addition to these creative design elements, direct mail also needs to be customized with the recipient’s personal information and interests. As the following chart notes, customization is a powerful tool no matter what age group you are targeting.

ADVERTISING THAT SPEAKS TO YOU

Q: Are you more likely to look at direct mail pieces that are customized/personalized to your interests?



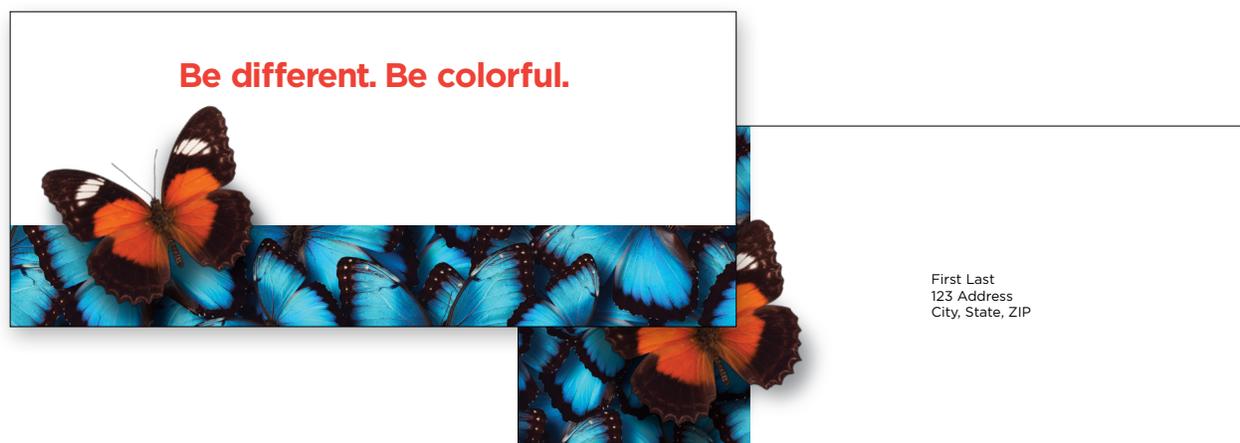
Base: U.S. consumer respondents who receive highly customized direct mail
 Source: Direct Marketing Production Printing & Value-Added Services: A Strategy for Growth, InfoTrends 2015



PART 4: PRODUCING LOW-COST, HIGH-ENGAGEMENT DIRECT MAIL

The good news is that inkjet-powered printing solutions are keeping pace with the demands associated with creating and producing modern direct mail campaigns.

To start, these inkjet solutions include features that enable providers to produce campaigns with much greater efficiency.



Inkjet solutions let providers effectively use variable data to customize their mailings and produce short- and long-run customized print jobs without time-consuming and expensive setups. In addition, fast print speeds allow for both efficiency and quality. No matter what printer you use, from a benchtop solution to a press system, you can produce jobs quickly and easily, without sacrificing quality.

Inkjet printers are also a cost-effective alternative to toner printers. Providers can deliver color printing at a much lower cost of ownership than toner, saving money on each campaign they produce.

But operational benefits are not the only benefits of inkjet printing—these solutions also expand the range of creative possibilities providers have for enhancing their clients’ brands and increasing reader participation in a direct mail campaign.

To start, these solutions give providers a wide range of color options for creating an engaging and memorable experience for the recipient. Two-color and even full-color envelopes can be easily produced and can even include a full bleed.



Many inkjet solutions also offer duplex printing, so both sides of an envelope can be quickly produced in full color. Duplex printing not only speeds up production time, it also gives marketers the advantage of using both sides of the envelope as part of their campaign.

In addition to color, many marketers also use texture as a way to increase engagement. How a direct mail piece feels in the hands of the recipient creates the type of engagement experience that can lead to action. Inkjet solutions support this trend by giving providers the capability to print on an increasing range of media types and envelope options and shapes.



For example, window envelopes, which were once only used for business mail, can now be used as a creative element of direct mail. Window envelopes can provide a peek into your envelope's contents—no matter what you are selling. They can also reduce addressing costs.

Inkjet printers can also print on thicker media such as padded envelopes or boxes. This type of media is guaranteed to stand out in the recipient's mailbox and get the attention you want. Additionally, some inkjet solutions are equipped to accommodate envelopes that are specially designed with creative shapes, such as a circle or outline of a house.

Best of all, these capabilities come at an affordable cost. Memjet-powered digital inkjet solutions are available in a range of sizes and prices, which gives anyone who produces direct mail—corporate mail rooms, dedicated print shops, marketing services providers, and mailing houses—the tools to deliver more impactful, short- and long-run campaigns that generate a much higher ROI.

The A/B Test

Direct mail campaigns come with an expense digital campaigns don't have: the need to be printed. This is why it is especially important for marketers to use messages, designs, and formats that resonate with the recipient.

Before spending money on large volumes of printing, many designers and marketers will conduct A/B testing. These tests run a small campaign that compares two versions of a direct mail campaign to see which version performs best.

Inkjet printing solutions provide an ideal way to support these tests. Designers can use inkjet to produce a small quantity of a test campaign to see how well it performs. If it does well, they can produce the same campaign at a higher volume on the same inkjet press.

Supporting the A/B test is just one more way inkjet printing solutions can improve the campaigns providers create for their clients.



PART 5: SOLUTIONS THAT PRODUCE RESULTS

This powerful inkjet technology is available in a wide range of solutions that can meet the demands of different types of marketing and print service providers. No matter what your quantity, skill level, or budget, these inkjet-powered solutions help providers create better campaigns.

PART 6: ENVELOPE PRINTERS THAT MEET THE DEMANDS OF MODERN MARKETERS

Desktop Envelope Printers Powered by Memjet

Desktop inkjet printers can make a big impact while taking up a small space—and budget. These printers are able to accommodate the wide range of materials and variable data that marketers use to produce envelopes that create greater engagement.

For example, Neopost’s MACH Series desktop printers and Printware’s iJetColor™ Press are high-performance color inkjet presses that can print on a variety of materials.

The MACH 5 allows mail centers, print shops and marketers of all sizes to take advantage of exceptional color printing quality and speed across a variety of paper and label stocks.

Providers can produce envelopes and stationery, wedding, birthday, and holiday cards, special event invitation printing, mail



addressing and barcoding, and postage printing.

With its integrated, heavy-duty feeder, the new Neopost MACH 6 desktop printer can accommodate an even wider range of substrates, including 10" x 13" envelopes, stuffed envelopes, chipboard, corrugated cardboard, and flat cartons.



The iJetColor delivers improved productivity and speed through a production-ready CPU and system print driver that run the latest iJetColor RIP and workflow based on the

Navigator Harlequin RIP. The iJetColor Press produces personalized envelopes, direct mail and postcards, stationery and invitations, and greeting cards.



HALM iJET by W+D

This versatile four-color press combines seamless envelope imprinting with the ability to produce long- or short-run jobs with variable data. The HALM iJET by W+D can print 32,000 full variable-color envelopes per hour at 1600 x 1375 dpi, making it a valued resource in today's evolving print and direct mail businesses.

In addition to speed, the HALM iJET by W+D can also accommodate envelopes of different shapes and sizes, keeping pace with the creative innovations of today's marketers.





Trojan3 Overprinter

The flexibility of the Trojan3 overprinting system enables providers to print on flat objects and thick objects like cardstock, thick or padded envelopes, or even folded boxes ready for shipment—all printed in a crisp, high resolution of up to 1600 x 1600 dpi at a maximum speed of 59 feet per minute (12 ips).

PART 7: INKJET-POWERED PRINTING MAKES AN IMPACT AT MODERN POSTCARD

For over 20 years, Modern Postcard has helped businesses of all types “think outside the postcard” to acquire and retain new customers with high quality printing and direct marketing solutions.



Modern Postcard wanted to produce colorful, personalized envelopes as a value added service to their clients. But when they set out to print these types of envelopes, even this market leader experienced struggles.

Keith Goodman, VP of Corporate Sales and Marketing at Modern Postcard says, “Using our toner-based envelope printer required a two-step process. We would use the toner printer for the color images and logo, then add the address using inkjet on another machine.”

He continues, “With the toner based printer, there was a certain “sweet spot” or break even

point for envelope printing and addressing. The job needed to be long enough to justify the set-up cost, but not so big that it would take too long to print and slow everything down,” says Goodman.

Not only was this process time consuming, the color was not rich enough to meet the exacting standards of Modern Postcard. Moreover, the cost per piece was 30 percent higher, and the overall cost of ownership was not economical.

To solve these challenges and improve their envelope printing capabilities, Modern Postcard adopted the Printware iJetColor™ Press.



No Longer Limited by Quantity

Restrictions on the number of envelopes that could be printed by the toner printer were a big limitation for Modern Postcard. But with the iJetColor Press, the company now has the resources they need to print envelopes in-house – regardless of the quantity.

Goodman says, “The iJetcolor Press has a more optimized set-up process that is much easier than the previous toner printer. We’re now able to quickly print both the address and personalized messages on the envelope, eliminating the need for a second pass on another machine.”

As a result, Modern Postcard can efficiently fulfill jobs with any quantity of envelopes. According to Goodman, “With the faster setup, the iJetColor printer allows us to offer smaller projects that are still financially viable. This is critical to our business because there are times when people don’t want to commit to 2,000, 3,000, or 4,000 pieces.”

In addition to the small jobs, the iJetColor Press has also enabled Modern Postcard to go beyond their previous “sweet spot” and take even larger jobs.

Tom Birk, senior process controls specialist at Modern Postcard notes, “The iJetColor press

has given us the opportunity to keep all of our envelope printing business in-house. We’re now doing jobs up to 20,000-25,000 envelopes because of the durability of the unit. We feel comfortable running medium-sized jobs without burning out the unit. And, because the speed is higher, we don’t have to print envelopes for five days. We can knock out a medium-sized job in a day.”

He goes on to note that, “Downtime is virtually non-existent, and there is long lead time between failures.”

“The iJetColor Press has given us new products to take to our clients, including short-run jobs and highly-colored, personalized envelopes.”

Keith Goodman
VP of Corporate Sales and Marketing

The new iJetColor Press also enables Modern Postcard to easily produce unique envelope types that yield successful direct marketing campaigns.

For example, the iJetColor Press is able to print on windowed envelopes and print full bleeds, something that was not possible on the toner printer. Envelopes printed by the press can also include personalized messages and images.

“This is critical because when a recipient engages with the color or personalization on the envelope, the open rate is much higher. After all, opening the envelope is the starting point of any successful direct mail campaign,” Goodman concludes.



Generating Revenue with a Production Workhorse

“The iJetColor Press production workhorse that can literally print, unattended, while we’re printing and coating on our other devices. Aside from reloading blank envelopes into the feeder, it’s mostly a hands off operation,” notes Birk.

The faster speed and quality of the press has also meant new opportunities for Modern Postcard.

“The enhanced turn around time of the iJetColor Press has enabled us to bring on new accounts. It’s also allowed us to get a larger

“share of wallet” from existing customers that have gone elsewhere for their envelope production in the past.” says Goodman

The improved production workflow, new products, and expanded business created with the iJetColor Press has led to a fast ROI for Modern Postcard. The company has been able to redeem their investment in less than five months.

“The Memjet printer provides the best ROI, hands down,” concludes Birk.

A POSITIVE RETURN ON YOUR MARKETING INVESTMENT

By using inkjet-printing technology, printers, marketers, and mail-house providers are better able to solve problems for their clients by producing targeted, creative, affordable, and colorful direct mail campaigns that produce results.

But it isn’t only your client who will succeed—offering these high-value, high-margin services will enhance your relationships with existing clients and help attract new clients.

Successful campaigns, happy clients, and a growing business—that is the power of today’s inkjet printing solutions.

We invite you to learn how these solutions can impact your business.

Visit us at www.memjet.com/mailingandaddressing or email us at info@memjet.com.

