

DIRECT MAIL NOTIFICATION

Direct Mail Notification is an email sent prior to your direct mail arriving, letting the recipients know that the mail piece will be there soon.



Multi-Channel Approach



Drive More Direct Mail Response



Receive a List of "Hot Leads" For Follow-up



How DIRECT MAIL NOTIFICATION Works:



We'll send an email informing recipients about a direct mail piece that is arriving soon in their postal box.



Inside the email will be 2 pictures of your mail piece (eg. both sides of a postcard, or an envelope & insert).



You'll receive a "hot leads" list with everyone who clicked or opened the email for further marketing.

Is this similar to USPS Informed Delivery?

We like to think of it as Informed Delivery on steroids! The differences are:

- DM Notification features a single mail piece.
- DM Notification has 3x the audience (Up to 75% of the mail recipients).
- DM Notification provides detailed reporting and a "Hot Leads" list of all prospects who opened or clicked on the email.

Is there any extra HTML or creative that will need to be provided?

Nope! We combine our DM Notification email with two graphics of the mail piece. You can also provide an optional URL to a website or landing page for tracking.

How much does a Direct Mail Notification cost?

The best part is that it's free when you get emails with your data! So in addition to receiving the emails for an e-newsletter or digital marketing, you get the Direct Mail Notification for no extra cost (we can even send a follow-up notification email for a small upcharge).