



## 4Cite Direct Mail

### Triggered Postcards

Similar to how triggered email is automatically sent after a shopper leaves your website, triggered postcards can be automatically sent to an online shopper's postal address via First Class Mail. And just like triggered email, the postcard can contain images of products the shopper showed interest in on the website, as well as recommendations for similar items.

Triggered Postcards are great for reaching:

- Website visitors who haven't opted into your email list
- Email recipients who aren't opening your emails
- Customers targeted based on scoring or other attributes.

### Catalog Customer Acquisition, List Management and List Fulfillment

#### Customer Acquisition

Your goal is our goal – acquire new customers at the lowest cost possible, in the most efficient way, to improve ROI for every marketing dollar you spend. To this end, plan components include:

**Circulation Planning:** We work with you to create the most comprehensive mail plan to ensure your success.

**Consulting Services:** We assist with your Printer, Service Bureau and other needed services.

**Directional Response Analysis:** This unique service from 4Cite provides a free analysis that zeroes in on the demographics that are really driving your response and demand. These findings are then applied to the cooperative databases and list-specific files to achieve sizable lifts in performance.

**Co-operative Database Coordination:**

Includes but is not limited to:

- Reviewing your data to maximize efficiency and effectiveness in producing models.
- Coordinating quarterly meetings and working closely with the Co-ops to ensure they understand your business and goals (face to face or conference calls that include your marketing team).

- Ordering all models/optimizations, tracking list delivery, and coordinating and managing invoicing
- Reviewing merge reports to ensure all standard deductions are taken to save you money.

Traditional List Analysis: We review your historical results to ascertain if we can mail deeper, identify better selection criteria, and/or develop new test ideas.

Results Reporting: We track results and provide quarterly reporting.

Competitors: We maintain a list of your competitors, including when they are mailing, the number of pages mailed, promotions included, as well as file size, AOV, and demographics.

List Costs: We negotiate deals on list rental and list exchange, working in partnership with your list manager to optimize prospecting and keep costs down.

Alternative Media Programs: We create a media plan that seizes on every opportunity to use marketing efforts that grow your business, including package insert programs, ride-alongs, catalog blow-ins, statement inserts and card decks.

Our Experience: We have extensive experience in all markets and work in partnership with you to ensure your goals are met while taking labor-intensive work off your plate.

### **List Management**

We maximize revenue opportunities while working within your list rental policies by:

- Working closely with your broker to capitalize on exchange relationships.
- Analyzing all list opportunities and cross selling to existing clients as well as other competitive lists.
- Promoting your list to out-of-category mailers to enhance list rental revenue.
- Minimizing attrition by monitoring performance for the mailers using your file and recommending additional testing strategies.
- Maintaining your exchange ledger and reconciling all balances.
- Reporting comprehensively at the end of every month.
- Managing insert media, including bind-ins, package inserts, inserts, ride-alongs, statement inserts, and card decks.

### **List Rental Fulfillment**

We provide top-notch customer service backed by enhanced list selection capabilities at highly competitive prices, including:

- Demographic, Lifestyle, and Catalog Buyer Enhancements: We make your list more attractive to a wider range of mailers by allowing them to fine-tune their selects. These enhancements can be added to your list rental file at no additional charge.
- Monthly file updates at no fee.

## **Predictive Models and Hotlines**

### **Hotlines**

In direct mail, the most recent customer names acquired, called hotlines, are typically the most responsive. In many cases, marketers restrict hotlines to recent purchasers only. Increasing your hotline pool by adding recent website visitors is an effective strategy for increasing response rates. Is your catalog about to go out? See who's been on your website lately and add visitors who are not on your current list.

You can also test the inclusion of new names with different levels of engagement, such as cart abandoners only or cart abandoners plus product browsers. By introducing real-time web feeds of person-based online shopping data to your direct mail stream, you can improve performance in ways that historically have not been possible.

### **Predictive Models**

Use your web visitor and email engagement history to improve your mailing segmentation strategy. Direct mailers often use predictive models to drive mailing segmentation and mail/no mail decisioning. In many cases, purchase recency is one of the strongest variables in the model mix. An effective strategy is to "re-activate" older buyers based on recent engagement from web visits and/or email opens and clicks.

Check with your modeling team to see if they can incorporate web and email engagement data to increase your model's effectiveness. When housefile models use recent online data, we see response rate lifts of more than 40% and dollars per book lifts of more than 25%.

## **Integrated Online/Offline**

### **Catalog Delivery Notification**

Sent just prior to the expected in-home date, email messaging such as "Your Spring Catalog is on the way, keep an eye out for it" increases catalog engagement, leading to higher conversions.

### **Intelligent Lightboxes**

With intelligent lightbox technology, recent catalog recipients can be identified and welcomed with their activities tracked from the moment they enter your website. You can link your mail file to real-time website visitors using pre-populated catalog source code.

### **Injectable content**

Many of your customers will subscribe to online publications, such as the New York Times or Wall Street Journal, that may allow you to inject ads into the emails they send to their subscribers. This is a great strategy for digitally reaching prospects who haven't opted into your email list, or customers with missing email addresses in your database. 4Cite uses its advanced identification technology to link email addresses to your mail file, then forwards the information to partner company LiveIntent. Live Intent matches the list to their user universe and serves your ads to the matches in their publisher emails.

## **Facebook Custom Audiences**

Serve ads in Facebook to prospects you're about to mail a catalog, or to any selected customers for which you do not have an email address. We help you create an omnichannel experience so that your ad is delivered to your customer or prospect in their Facebook newsfeed.