



# DIRECT MAIL

Get more personal with your customers.

Once considered slow and costly, this is the next wave of "digital" communication. Our digital web press offers high volume, fast, and affordable direct mail with variable color and images for a highly personalized touch.

**56%**  
INCREASE

Marketers see an average 56% increase in sales when they use personalization.<sup>1</sup>

## DIRECT MAIL:

# Your new digital channel

As email communications become increasingly oversaturated, direct mail remains a highly effective channel for reaching customers in near real time! Our Digital Web Press removes traditional roadblocks and offers unprecedented opportunities for high-volume, personalized direct mail.

### Pump up the volume

Run higher volumes of personalized direct mail without breaking the bank.

### Reach your customer, fast

Once we have your data and approval, your direct mail can be **on its way within 48 hours**, delivering your message when it's most important.

### Elevate your brand

Full variable printing with precise color matching ensures brand consistency, every time.

### Accelerate your speed

Baesman's state-of-the-art Digital Web Press is a roll-to-roll, inkjet, full-color printing press. Its exceptional image quality and extraordinary speed – 492-feet per minute – will deliver your materials to the market long before the competition.

## WHAT'S POSSIBLE?

- Self Mailers
- Letter Packages
- Postcards
- POS Displays
- Posters
- Much More!

### Experience versatility

Our 20" wide roll capacity for coated and cover stock paper allows for endless creativity.

### Reduce postage

All versions of personalized mailers run as one mail stream, offering discounted postage.



### Print and finish

Inline scoring, folding, and variable perforation reduce turnaround time and save costs.



#### Direct Mail Format

#### Output per Day

 Letter Packages	1,000,000
 Postcards	1,300,000
 Self Mailers	500,000

Personalized marketing and sales-driven data can **boost ROI by 20%**<sup>2</sup>

Personalized calls-to-action **convert 202% better** than generic calls-to-action<sup>3</sup>



Their approach is completely different, they actually take the time to understand our customers and show us the potential and make it happen.

— Jeff Hennion, CEO, JEGS

# A better approach to personalization.

To be engaged in personalized (or one-to-one) marketing means utilizing variable data to provide names, locations, customized offers, product recommendations based on purchase history, community information, and more. This approach improves upon every part of your marketing cycle.



## Analytics

Understand your customers. Through CRM & Analytics, we help you capture, organize, and study behaviors to develop a holistic view of your target customers, including RFM modeling, lifetime value analysis, predictive analysis, customer segmentation, journey mapping and much more.



## Strategy

Meet and serve your customers where they're at. We leverage segmentation, predictive analysis, and other data insights to develop tailored, scalable strategies that work for you. We'll help you choose the right channels and set KPIs to maximize your ROI.



## Execution

Campaigns deployed through multiple channels—like email, SMS, and direct mail—can deliver a significant, collective impact. Using your creative assets and content, we'll tailor it to match the unique capabilities of each channel.



## Loyalty

Turn customers into brand loyalists. More than just offering points and rewards, we use customer data analysis—including purchase behavior, channel preferences, and KPIs—and our proprietary loyalty platform, Intuition, to develop a customer-centric program that improves brand loyalty over time.

## EMAIL & SMS:

# Make your messages matter.

## Your customers will love it.

It's true, direct mail on average has a better ROI than traditional digital strategies. In fact, 90% of direct mail is opened compared to only 20-30% of emails.<sup>4</sup> However, our clients still realize ROI from their email strategy when it's personal. The problem isn't the channel, it's the message. Recipients engage with messages that are personal, timely, and offer real value. Irrelevant messages clog inboxes; it's our mission to make yours as relevant and personalized as possible. So your customers can't wait to read them.

## It all starts with strategy.

It's time for your email program to be productive again! You're not alone – many brands are seeing email fatigue. Perhaps the answer is an adjusted mix of email and text messages. Or a different cadence. Our approach is more strategic, more analytical, and more responsive to changing needs and tastes. Here are just some of the ways we're helping our clients realize better ROI with their email and SMS strategies:

- Customer Journey Mapping
- Offer Strategy
- Customer Segmentation
- KPI Development and Tracking

***This is more than marketing automation.  
We provide an effective hands-on solution.  
It's the only way to send truly personalized content to your customers.***

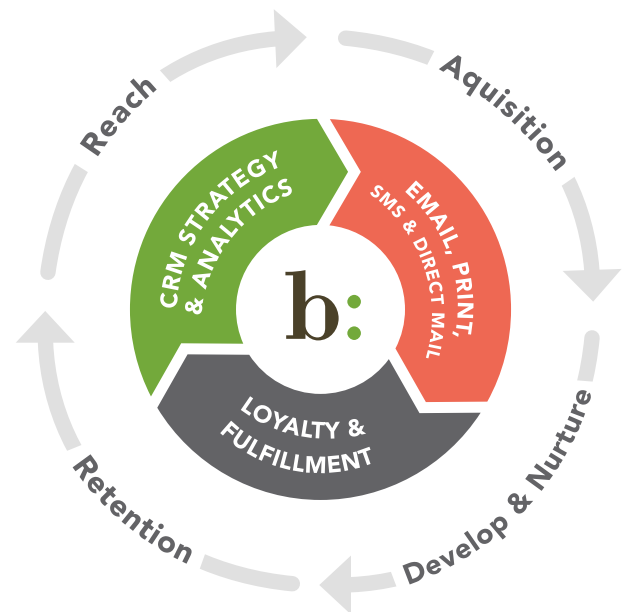


Baesman helped us identify the right path for us that aligned so perfectly with how we view our brand and what our customers want. We've been partners since the inception of AG rewards.

— **Karen Waltz,**

*Director of Loyalty, American Girl*

No matter where you are in your customer journey **WE HELP YOU GET PERSONAL.**



## LET'S GET PERSONAL

Want to see how personalization can boost your ROI? Let us show you.

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