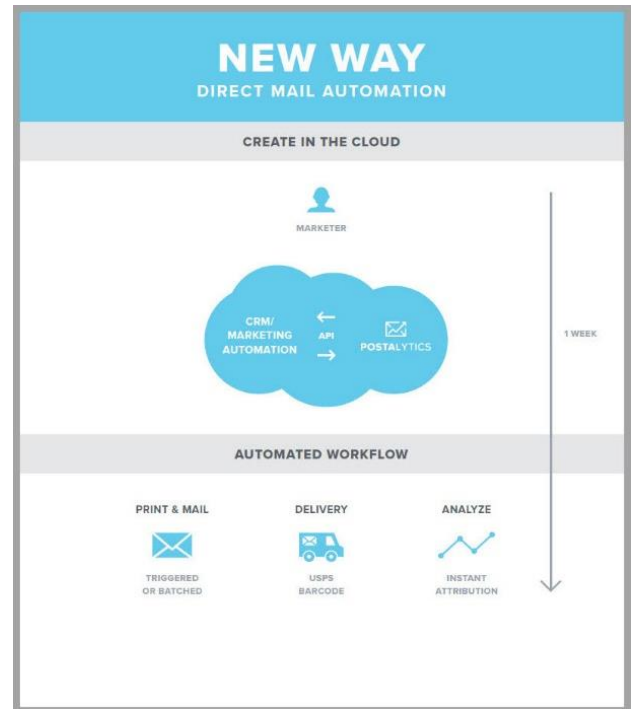
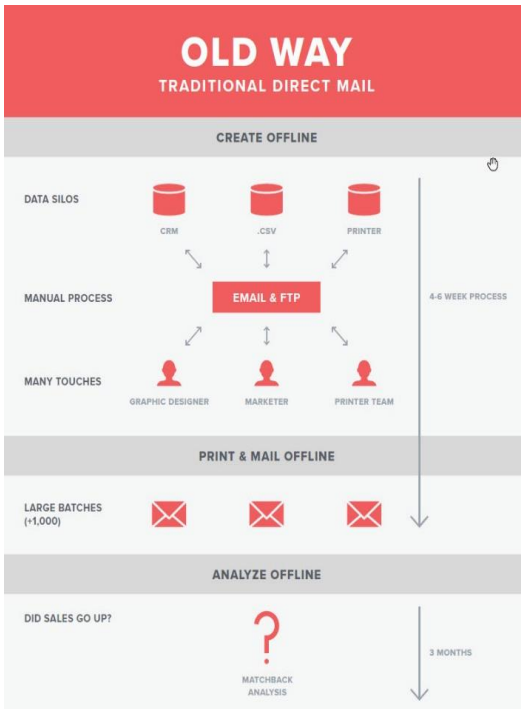


Direct Mail Services Comparison Guide



Traditional Direct Mail

When you search for direct mail services, you'll find dozens or hundreds of traditional, good quality, local printer/mailers and agencies that can provide good customer service and deliver a good direct mail campaign. They follow time tested methods of generating marketing mail. The workflow associated with these campaigns will involve calls, emails, many different experts that will own a small piece of the production process that takes 4-6 weeks to execute.

Direct Mail Automation

If you use the right search terms, you'll also run across new entrants that use cloud based software to automate much of the traditional direct mail production process. This software speeds up the process to about 1 week.

Traditional vs. Direct Mail Automation

Your choice of service providers will boil down to what you want out of your vendor relationship. Traditional direct mailers offer a high touch, highly customized set of campaign services for mailers that plan to send in large bulk volumes. Direct mail automation tools offer speed, integration and the ability to send personalized mail at low volumes (even one at a time!).

Here's a breakdown of leading traditional direct mail services and how they compare to Postalytics direct mail automation.

Direct Mail Solutions Comparison				
FEATURES	Mail Shark	Postcard Mania	Cactus Mailing	Postalytics
Onling Production & Workflow	✗	✗	✗	✓
CRM Integrations	✗	✗	✗	✓
Delivery Tracking	✗	✓	✗	✓
Response Tracking	✗	✓	✓	✓
Workflow Drip Mailers	✗	✗	✗	✓
Real Time Dashboards	✗	✗	✗	✓
Drag & Drop DM Designer	✗	✗	✗	✓
Integrated List Builder	Call	Call	Call	✓
Professional Templates	✓	✓	✗	✓
API	✗	✗	✗	✓
All In, Clear Pricing	Talk to Sales	Talk to Sales	Talk to Sales	Postalytics.com/Pricing