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Triggered Direct Mail

Spend Less & Get A Better Response

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Agenda

What Is Triggered Marketing, And Why Do We Care?

Why And How Marketers Are Using Triggered Direct Mail

Let's See It – Campaign Review

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What Is Triggered Marketing?

Marketers ID Critical Events In The Lifecycle

That Kick Off Specific Marketing Activities

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What Is Not Triggered Marketing?

Broadcasted Brand Events

Sale Announcement

Content Publication

Lead Gen/Prospecting

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2 Types Of Triggered Marketing Events

Demographic Events

Behavioral Events

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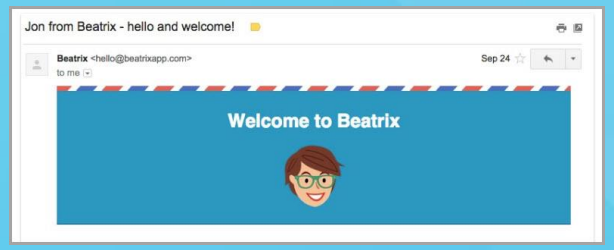
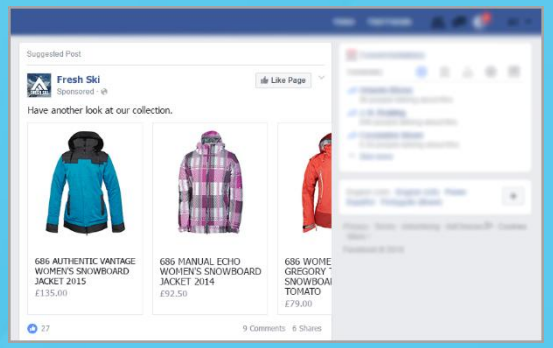
Behavioral Triggers Usually Means Email Or Digital Media



Welcome Series



Abandoned Shopping Cart

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Because Online Behavior Is Often The Trigger

It’s Easy

It’s Collected, Sold and Re-Sold All Day Long

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How Are Behavioral Triggers Managed & Organized Into Campaigns?

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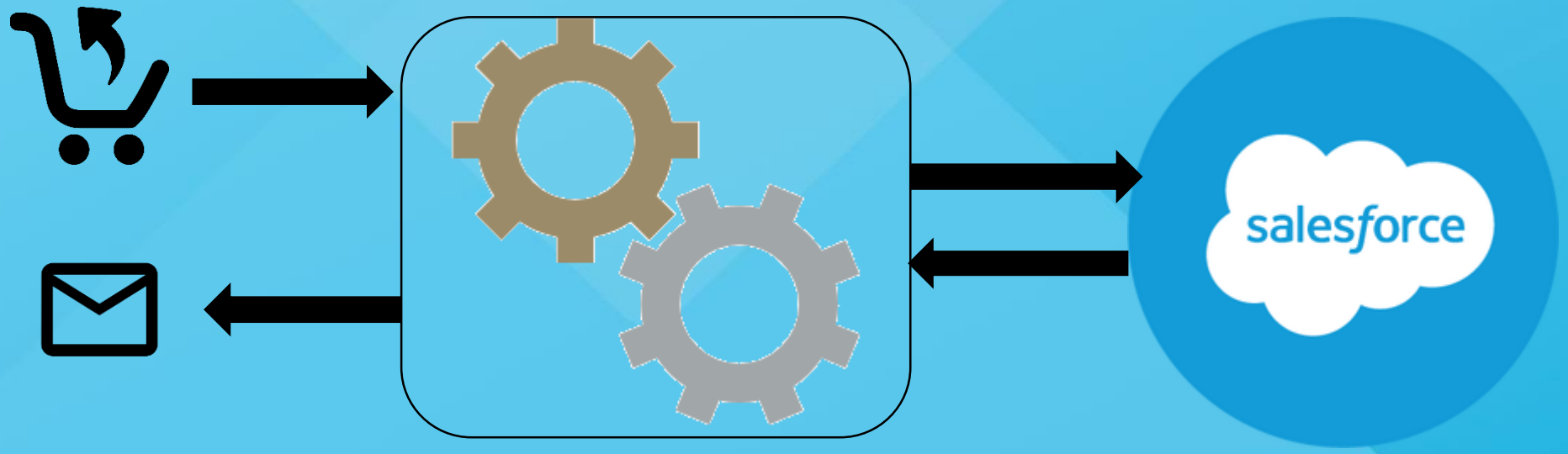
Marketing Automation Workflows Drive Everything



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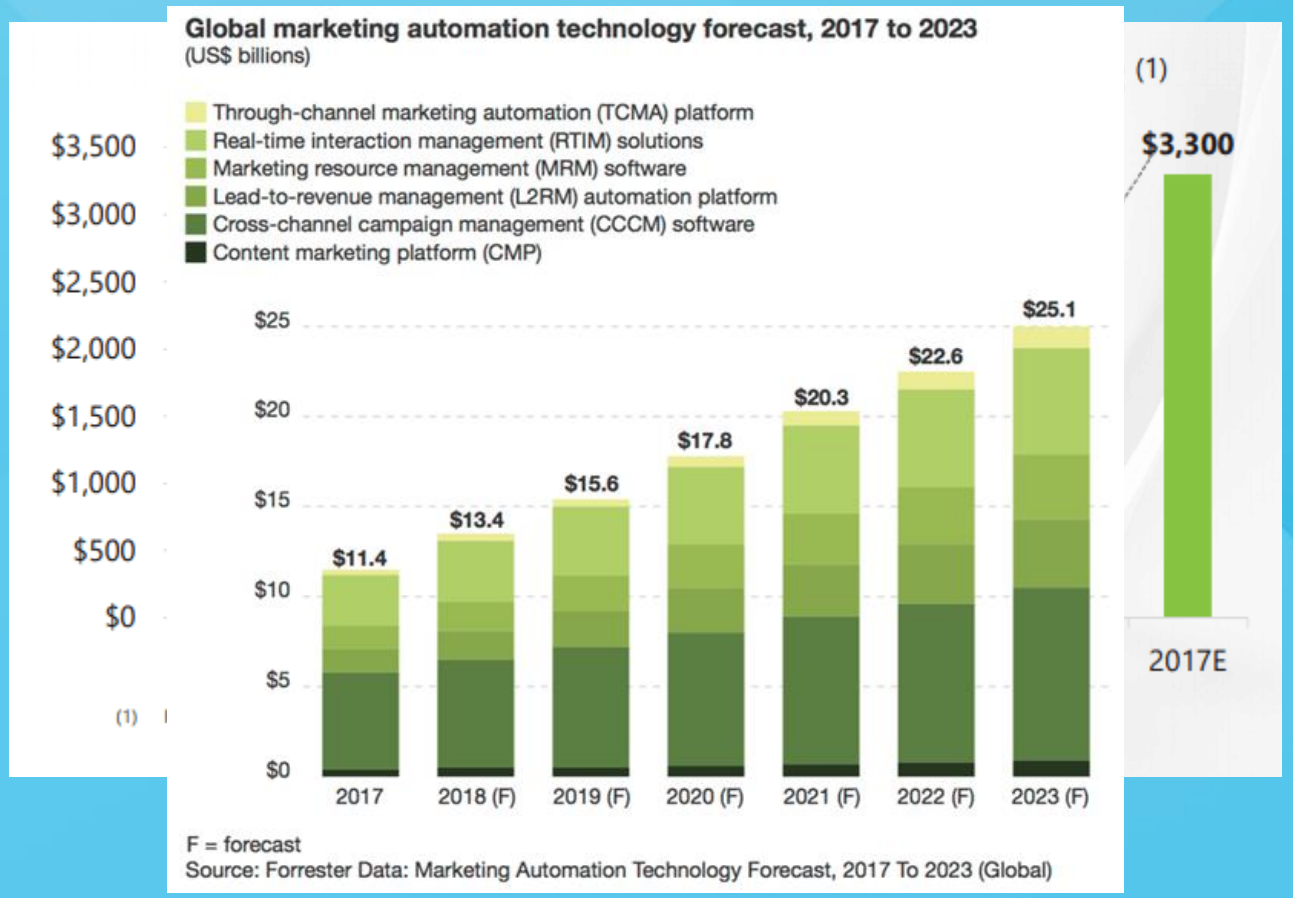
Behavioral Trigger Usage Has Grown With Marketing Automation Adoption



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So Why Is Triggered Marketing A Big Deal?

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It Works! Really Really Well!

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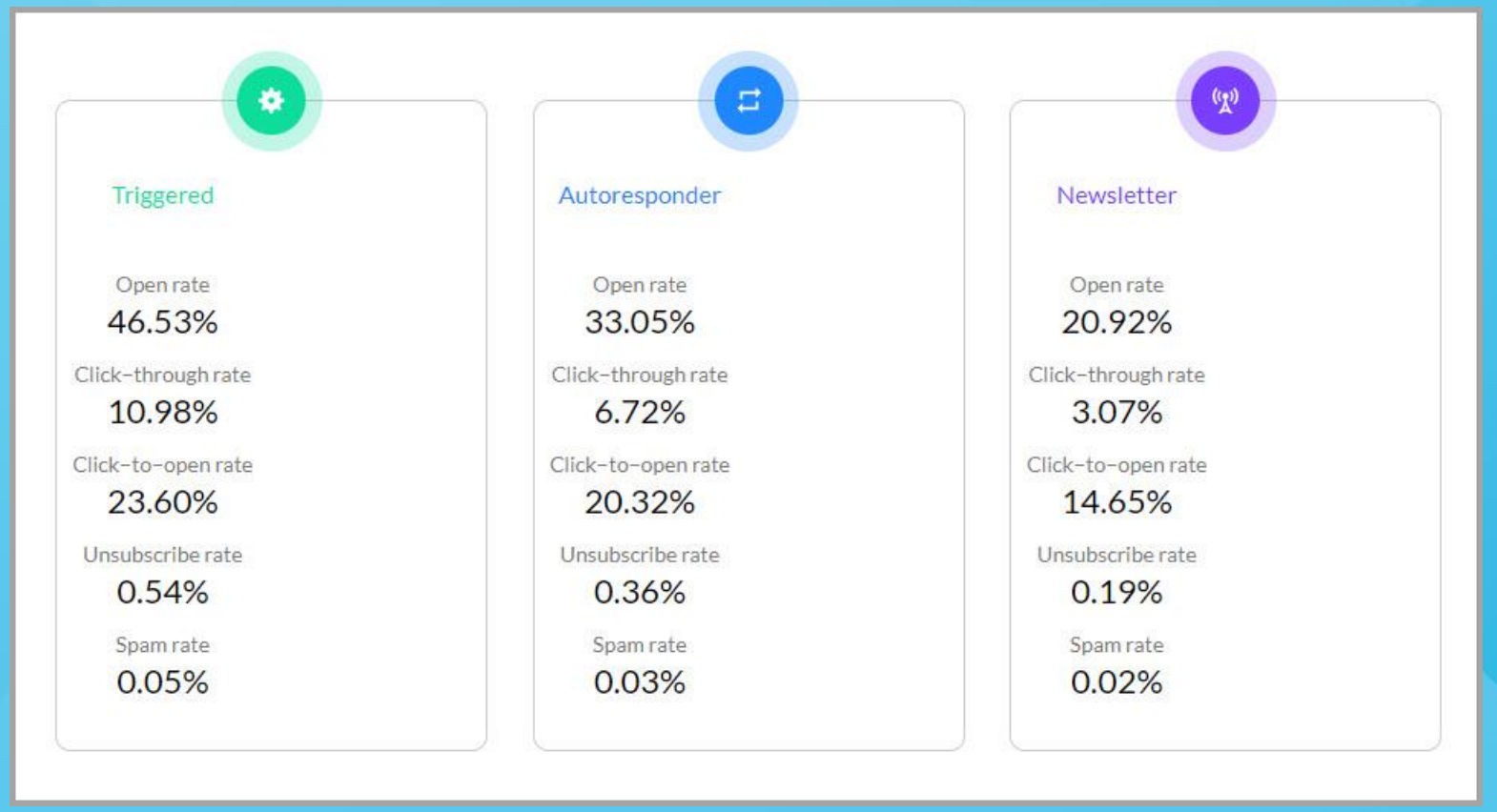
Triggered Campaigns Get Better Results



Source: Get Response Email Marketing Benchmarks

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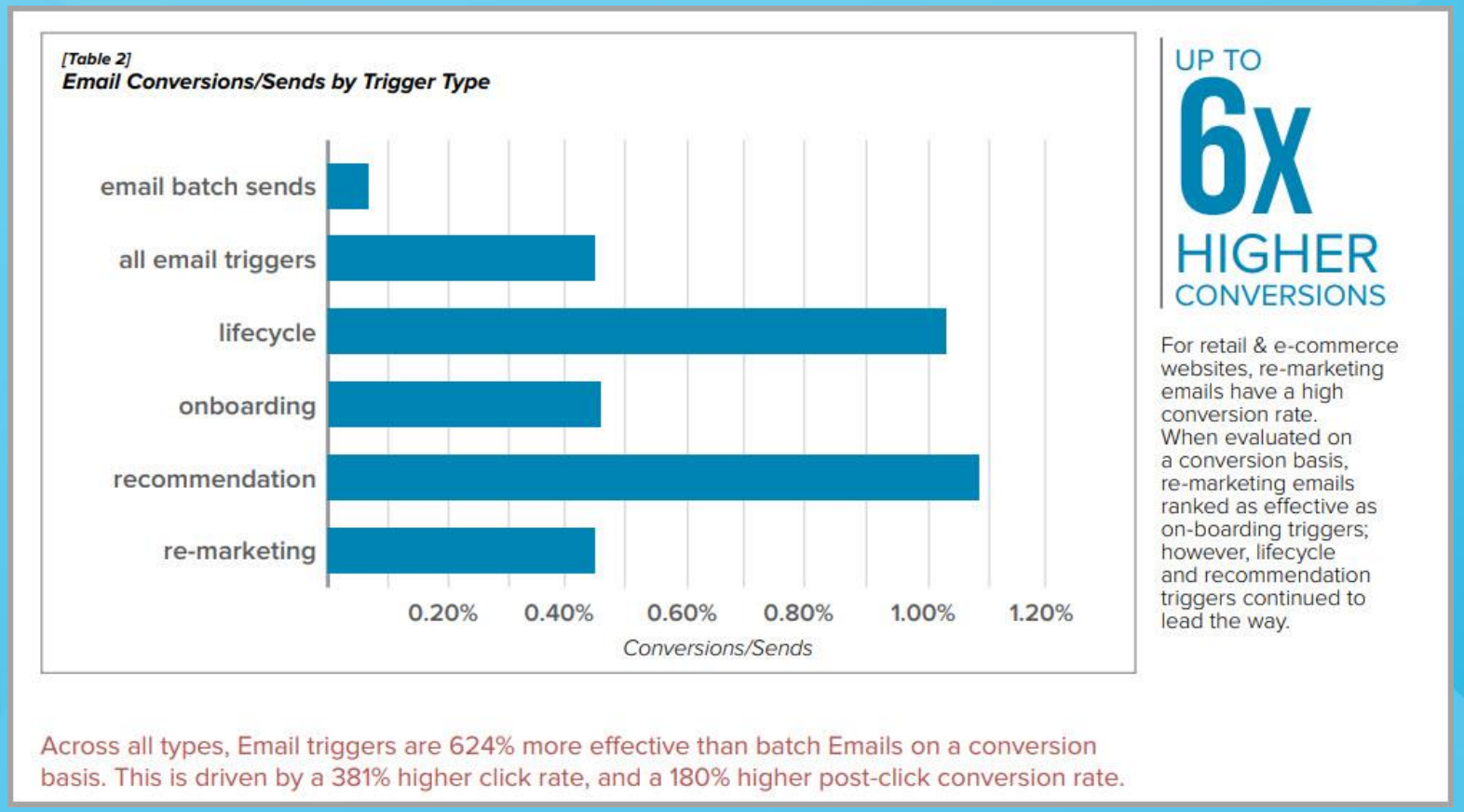
Triggered Campaigns Get Better Results



Source: Blueshift Benchmark Report: Trigger Based Marketing

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624% Better At Driving Sales =

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Why?

2 Big Reasons

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#1 – Triggered Campaigns Are Better Marketing

Segmentation	I was looking at shoes ***because I'm interested in buying*** shoes
Timing	I was ***just now*** looking at shoes, now I see an ad for shoes….
Personalization	I was looking at ***men's brown hiking shoes***, now I see an ad for men's brown hiking shoes….

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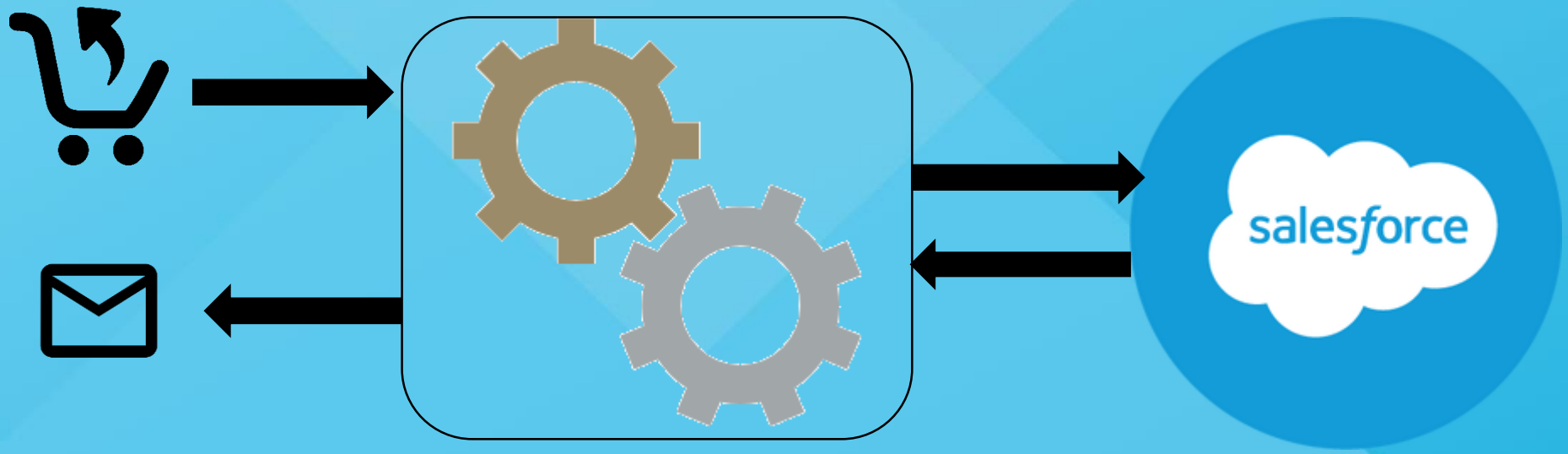
#2 - Triggered Campaigns Scale



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Key Takeaways – Triggered Marketing Is Highly Effective

Important Events In the Customer Lifecycle Become Triggers

Behavioral Triggers = Fast, Easy & Automated

Better Marketing & Highly Scalable

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So What About Triggered Direct Mail?

Demographic Events

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New Mover Campaign

60-90 Day Cycle

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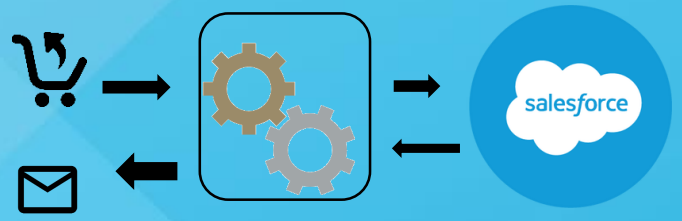
Why Hasn't Direct Mail Penetrated Behavioral Triggers?



Batch vs. Drip

Immediate vs Delayed

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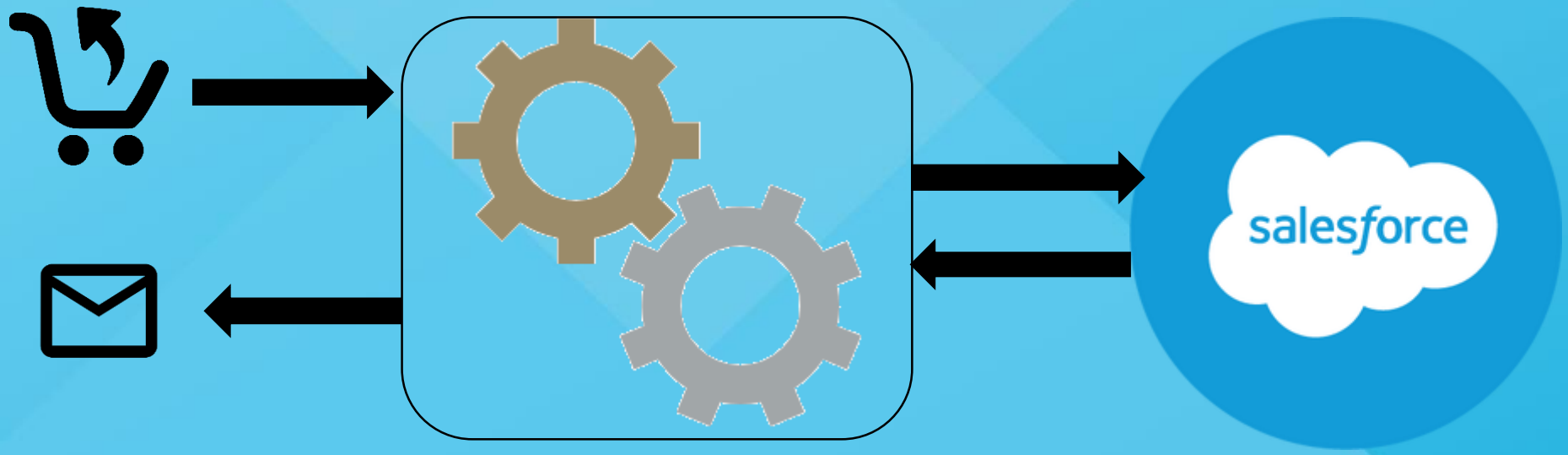
Why Should Direct Mail Penetrate Behavioral Triggers?

Scale Has Created A Problem!



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Digital Marketing Overload – Messages Aren't Being Viewed

269 billion emails/day worldwide

Americans see 4,000 digital ads per day!

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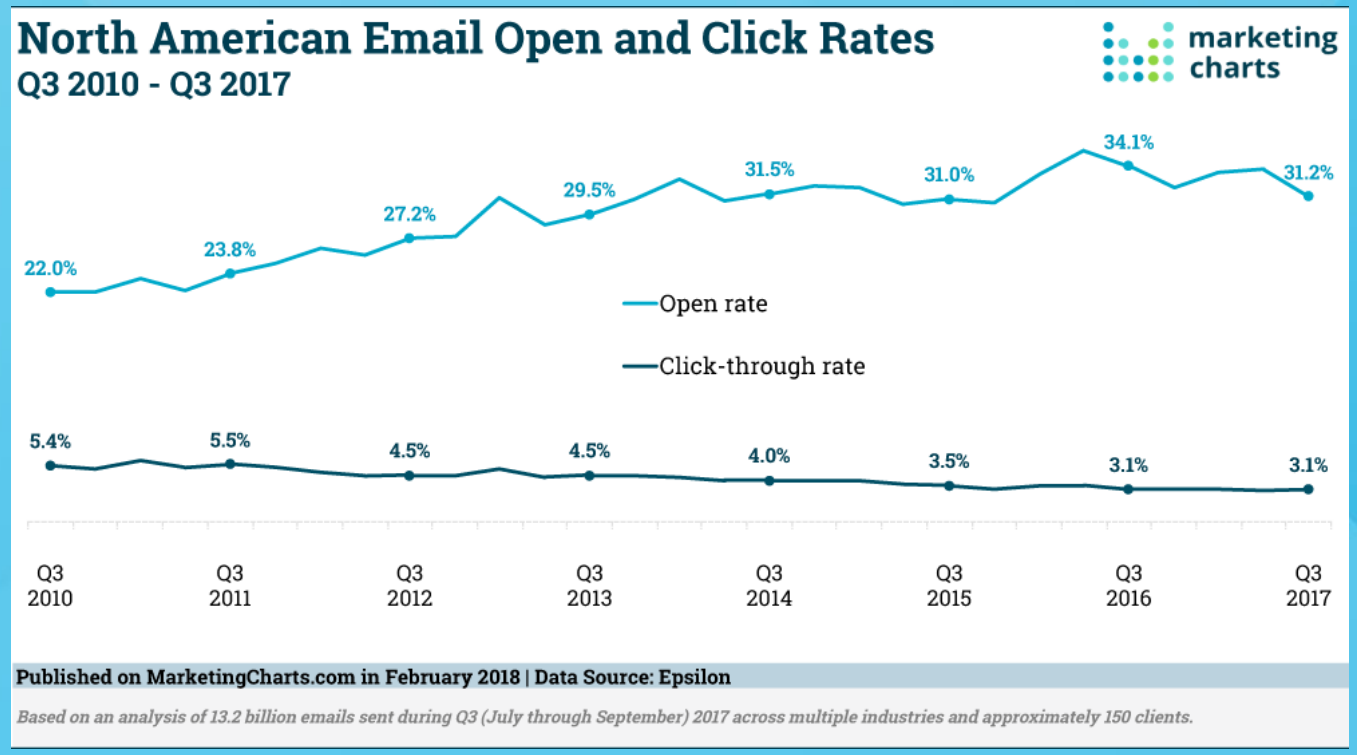
Digital Marketing Overload – Messages Aren't Being Viewed



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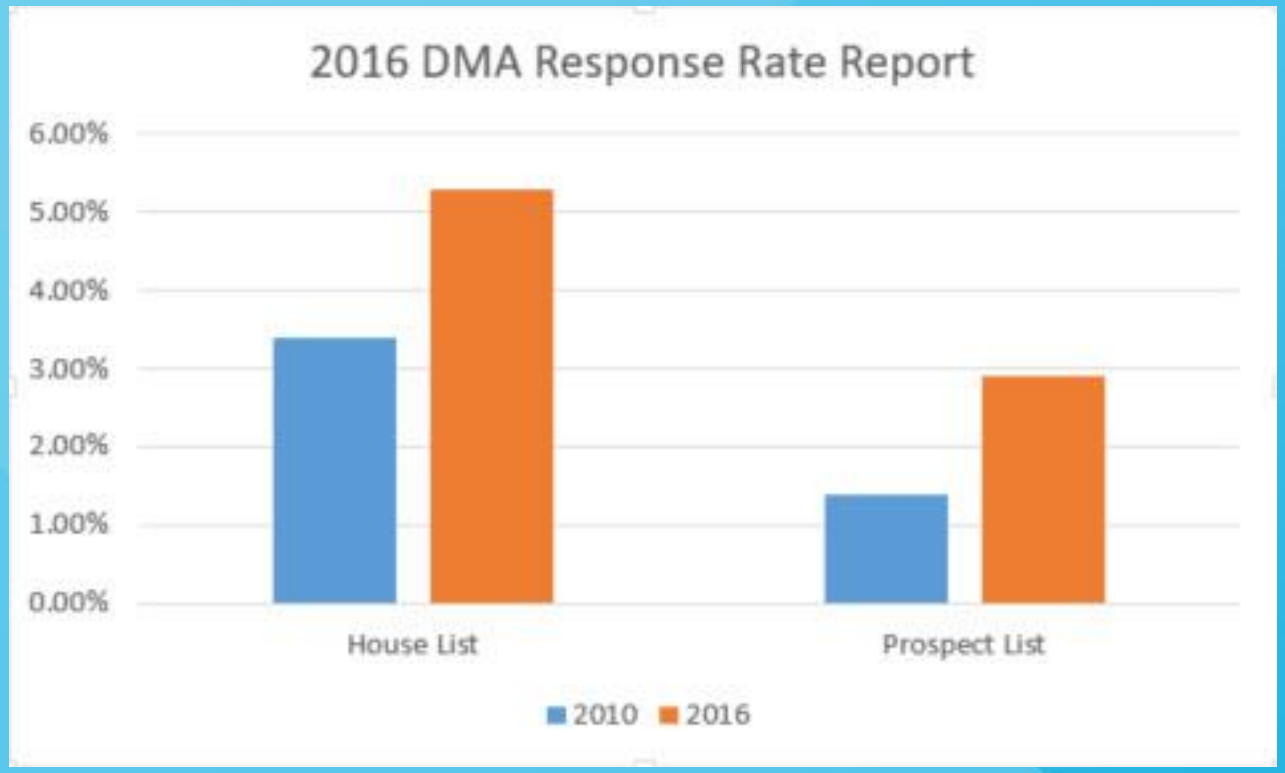
While Direct Mail Response Rates Have Increased

DM Response Rates are up – over 50%!



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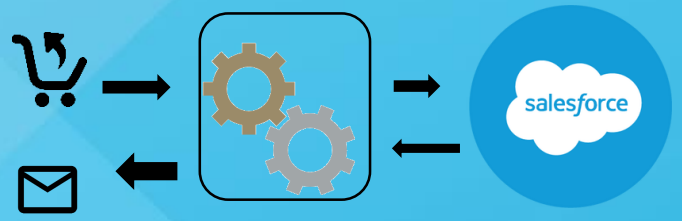
Technology Can Now Solve Drip & Immediacy Problems



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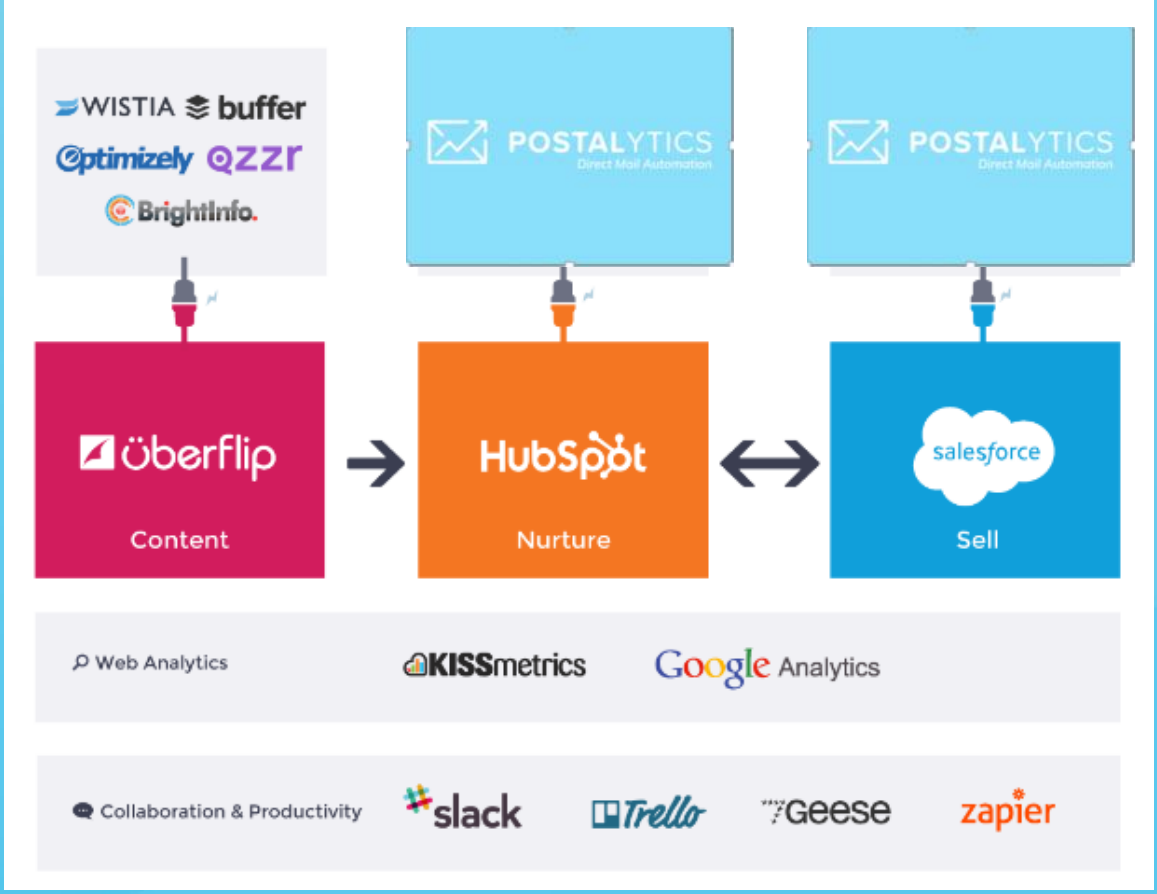
Direct Mail Automation Plugs Into The Martech Stack



2 Way Integrations with Marketing Automation

Volume can enable “drips” vs. batches that work economically

Timing is instant, production daily

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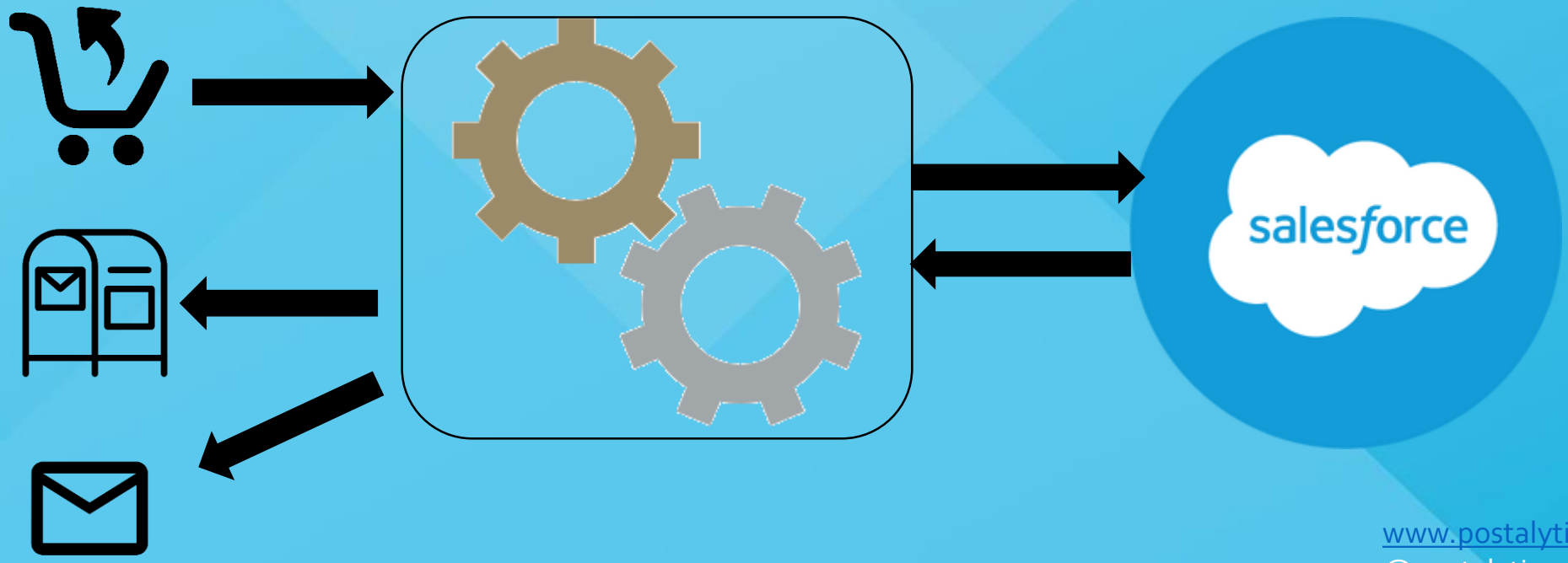
Marketers Can Deploy Behaviorally Triggered Direct Mail To Augment Their Digital Marketing!



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Example #1 – New Customer Onboarding Workflow SaaS Tool

Trigger – New Customer Recorded

Immediate – CSM Email & CEO Letter

Week 1 – Help Emails every 48 hours, webinar invite postcard & email

Weeks 2-4 – Help Emails or setup call with CSM,
3 email non openers – postcard re-awaken

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New Customer Onboarding Workflow Results – 9 Month Cohort Study

40% Decline in 1st Month Churn (11% to 6.5%)

200% + increase in Customer LTV

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Example #2 – B2B Ecommerce Winback Campaign

Trigger – No Orders Or Emails Opened 6 Months

Immediate – Large Postcard Offer #1

Weeks 2-6 Large Postcard Offers #2-6, Weekly personal emails from newly assign Customer Service Reps

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B2B Ecommerce Win-Back Results

Dead Customer Order Volume Increase – 140%

500% increase in ROI of existing email only win-back

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Key Takeaways – Why Does Triggered Direct Mail Augment Digital Marketing?

Scale of digital marketing has created a problem

Direct mail can now seamlessly plug in to marketing automation

Behaviorally Triggered Direct Mail can deliver segmented, timed and personalized mailpieces to boost campaign metrics

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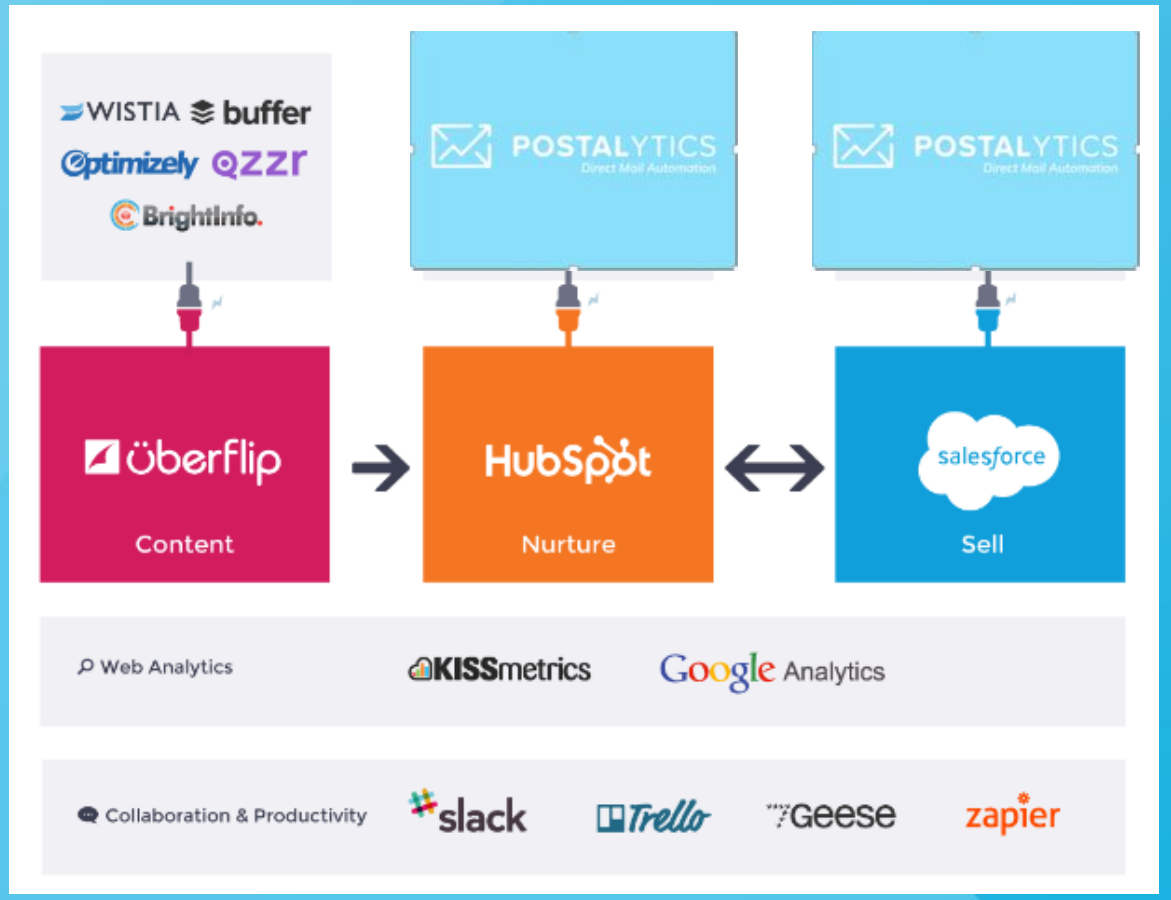
POSTALYTICS INSERTS DIRECT MAIL INTO THE MARKETING TECH STACK

Native, 2 way integrations with Marketing Automation & CRM

Modern REST API's to easily integrate with other tools in the stack

100% Cloud based – infinitely scalable



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Thank You!

Let's Talk:

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