



DIRECT MAIL

Trackable + Targeted + Flexible

When it comes to marketing communications, nothing lets you target an audience, engage them, and spur them to take action better than direct mail. Mail is also one of the most measurable marketing vehicles, allowing you to track responses and resulting sales activity to get a clear picture of your return on investment.

▶ **Give us your piece of mail. We'll give you piece of mind.**

But 80% of direct mail success is based on the list you use and the offer you make. You can't sell if you aren't talking to the right people, and they won't respond if you don't give them a good reason. That's why you need the experts at Allegra. From words and graphics to choosing the best format, our team will manage all the details so your mail will be opened, read, and remembered.

We design every direct mail piece with an in-depth understanding of print technology, so your package will print on time and within budget. We make sure your materials meet all postal regulations and ensure that you qualify for the best postal rates. We can even help you clean your mailing database or rent new mailing lists so you can target the best prospects, instead of wasting postage on outdated or incomplete name and address information.



DIRECT MAIL DELIVERS

Design, print and mail, all under one roof. It doesn't get any easier than that. Trust the experts at Allegra for your next direct mail campaign to enjoy the benefits of postal savings, faster turnaround time, improved deliverability and better results. We'll handle all the details, including:



Postal Design

Ensures conformity to the regulations and requirements of Canada Post.



Mailing Lists

List sourcing and rental for targeted mail.



Bindery, Sealing + Bagging

Tabbing, folding, collating, inserting, sealing and polybagging, all automated for time and cost-effectiveness.



Canada Post Verification (NCOA)

Verifies and updates addresses.



Walkmail

Ask us about Neighbourhood Mail. Geographically targeted to reach more prospects like your best customers.



Address Imaging + Postal Sorting

Avoids the hassles of mailing labels and speeds up delivery time.



Delivery to Post Office

Full service, so you can move on to more important business.



DIRECT MAIL PURCHASES*

Factoid

61%

purchased a product in-store over the past six months as a result of a direct mail ad

39%

ordered a product online after receiving a direct mail ad

*Source Canada Post Direct Mail omnibus results January 2013



THE POWER OF DIRECT MAIL

Because it arrives in the uncluttered environment of the mailbox, Personalized Mail can deliver superior ROI by:

- ▶ Achieving superior response and conversion rates over other advertising media
- ▶ Helping drive targeted customers to specific channels
- ▶ Effectively getting sustained consumer attention
- ▶ Enabling an ongoing dialogue with customers
- ▶ Allowing you to retain customers and build loyalty



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