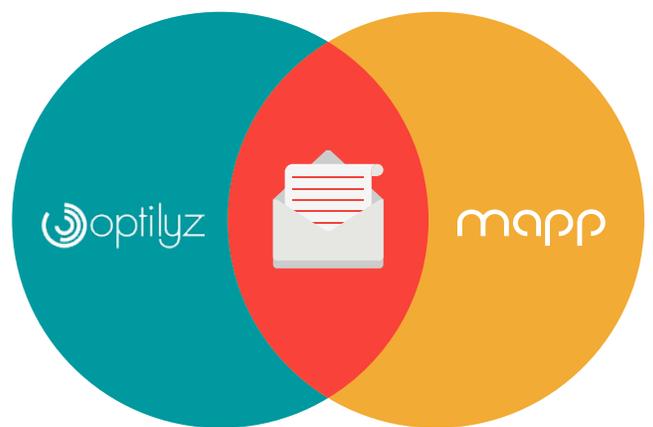


FROM **INBOX TO MAILBOX:**

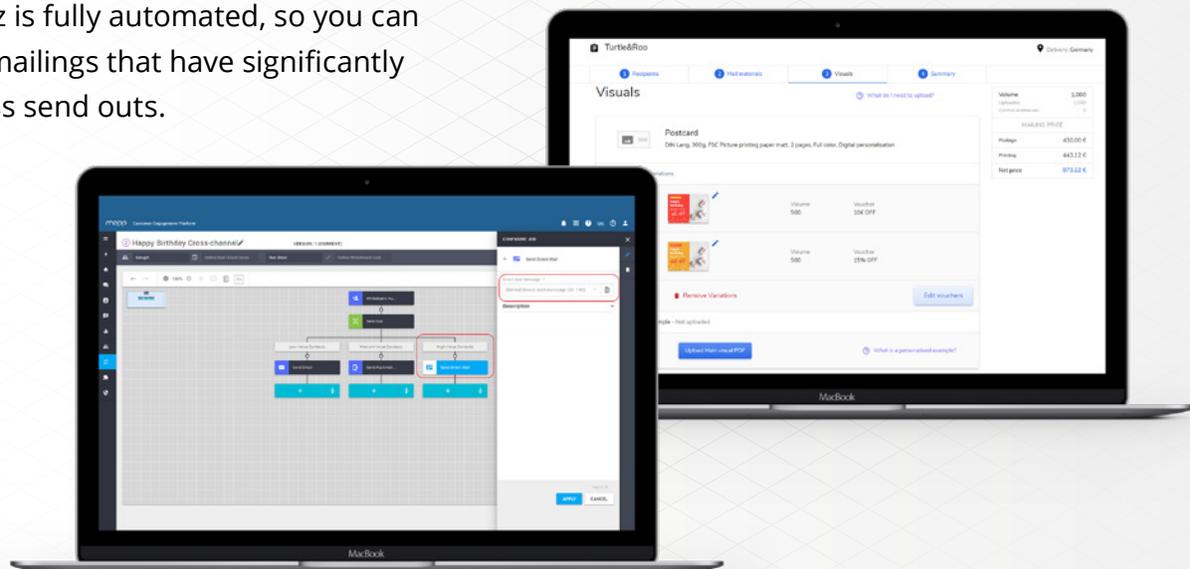
EXPAND YOUR CROSS-CHANNEL MARKETING BEYOND DIGITAL

Mapp's variety of channels is always growing... and we've just added another one to the marketing mix: Direct Mail!

With market leader optilyz as our reliable partner, you are now able to send direct mail to your customers, actively intertwining your online and offline marketing activities.



Choose from different formats (including postcards, brochures, and flyers) and benefit from a dispatch network across European postal services. The integration with optilyz is fully automated, so you can build event-triggered mailings that have significantly more impact than mass send outs.



HOW CAN YOU **BENEFIT FROM ADDING DIRECT MAIL** TO YOUR MARKETING MIX?

- Reactivate valuable customers through a brand-new channel and reduce churn.
- No longer let low newsletter opt-ins or unprovided email addresses hold you back from connecting with your customers.
- Get additional insights when funneling customer reactions back into your data hub.
- Benefit from exceptionally high conversion rates of 4-10%.
- Increase the longevity of your campaign, as direct mail is kept in a household for an average of 17 days and is likely to be seen by more than one person.
- Increase customer loyalty by having certain events trigger highly personalized mailings (e.g., birthday cards), while simultaneously reducing effort through automation.
- Get bonus referral marketing, as physical mail is often passed along to friends and family.

HERE'S HOW YOU CAN **PUT IT INTO ACTION:**



Remind customers of their abandoned basket with a personal mailing that showcases what they are missing out on.



Encourage first-time buyers to return with personalized direct mail that includes other products they may also like.



Detect your most valuable buyers and create specific offers for them (e.g., free shipping, discount codes, buy 1 get 1 free).



Email wasn't opened? Let this trigger direct mail, so that you can reach your customer nonetheless.

HAVE WE SPARKED YOUR INTEREST?

**GET IN TOUCH AND
OUR EXPERTS WILL
HELP YOU GET STARTED!**

