

## WHY DIRECT MAIL?

### - INTERACTIVE

- Can be married with digital for an interactive experience ( i.e. Augmented Reality)
- Gateway/Trigger for multi-channel automated marketing campaigns
- Brands combining DM & Digital can expect a 10%-30% uplift in conversion rates
- 3-D pop-up pieces that provide record breaking response rates

### - TRUSTED

- Remains the most trusted media even among millennials
- DM is the most trustworthy (56%), authoritative (55%) and memorable (51%) channel

### - BENEFITS OF DIRECT MAIL\*

- 79% of consumers act on Direct Mail Campaigns immediately versus 45% on email
- 40% of consumers say they will try a new business after receiving a Direct Mail piece
- Direct Mail is 28x more effective than e-mail
- 70% of consumers believe DM is more personable
- 58% of online shoppers browse catalogs for ideas
- Gives the ability to tailor communication to target audience
- Can be personalized with name, images, demographics, etc.

AUTOMATED MARKETING

CROSS PLATFORM COLOR MANAGEMENT

DIRECT MAIL

MARKETING SOLUTIONS

MULTIPLE PRINTING PLATFORMS

ONE PRODUCTION SOURCE

SALT STUDIOS

SUSTAINABILITY

**SandyAlexander**

200 Entin Road, Clifton, NJ 07014  
973.470.8100

www.sandyinc.com  
sandy@sandyinc.com



SA

DIRECT MAIL

INTERACTIVE & TRUSTED





## DIRECT MAIL

### WHY SANDY?

- Offer the ultimate direct mail experience at the most affordable price
- Ability to create unique, effective, and flexible formats including patent-pending cutting edge pieces
- Color management & color scientists that go beyond G7 certification
- From versioned to fully variable 1:1 messaging solutions unparalleled in the industry
- Digital, data-driven technology to field any size campaign with customized pieces.
- Digital as well as full web with in-line finishing & ink-jetting
- Proven record breaking response rates
- Data management combined with best destination entry logistic capabilities
- Automated marketing with triggered multi-channel coordination



### PRODUCTS/ MANUFACTURING CAPABILITIES

- Direct Mailers
- Spine Glue Books
- Patent Pending Moving Steps
- Pop-Ups
- Die-Cuts
- Fragrance Strips
- One Step Mailer
- Custom Formats
- Tip on Cards
- Stickers
- Scratch Offs
- Color Inkjet Personalization

### MAIL SERVICES/ DATA SERVICES

- Certified, full service mailer with complete knowledge of USPS regulations
- Suggest print formats that trim production cost & qualify you for the maximum postage discounts while providing maximum impact
- Secure FTP and customized portals
- Information Security
- On-site USPS detached mail unit (DMU)
- Intelligent Marketing Barcode (IMB)
- Custom Mail Tracking Reports
- Merge/ Purge, De-Duping, and Postal Presort
- NCOA to confirm your addresses to USPS database

### LOGISTICS STRATEGIES

- Designed for speed and savings and to ensure in-home dates
- Sorting, addressing and on site USPS verification ensures your campaign enters the postal stream quickly & inexpensively
- Further extend savings with direct entry, co palletization and commingling options



## MAILING

### SUSTAINABILITY

- 100% wind energy, green e-certified
- ISO 14001 Environmental Management System
- Tri-certified for chain-of-custody sustainable paper (FSC, SFI, PEFC)
- What They Think! Environmental Innovation Award winner
- Eco-friendly substrates and recyclable materials

To view how the piece below folds, download the free app and scan the logo below.

### HOW TO USE LAYAR



**Step 1:** Download the free Layar app for iPhone or Android.  
*(You can scan the code to the left.)*



**Step 3:** Open the layar app, hold the phone above the page and tap to scan it.



**Step 2:** Look for pages with the Layar Logo.



**Step 4:** Hold your phone above the page to view the interactive content.

