

# 7 SECRETS FOR EFFECTIVE DIRECT MAIL CAMPAIGNS

Charlotte Lewis  
Postcode**Anywhere**

**In 30 minutes you will learn how to...**

...dramatically increase direct mail strike rates  
and segment your contact database

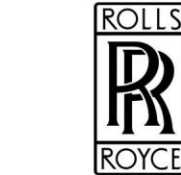


Established in 2001 and based in Worcester  
Award-winning address management supplier

Over 8,000 customers

Over a million transactions processed every day

# Our customers include





No Such Street

**1**

**Use quality data**

2

Cross channel activity  
increases response rates

3

Creative campaigns  
generate twice  
the response

Creative campaigns  
generate twice  
the response



*Wish you  
were here*

4

**The medium makes  
a difference**

5



Cutting costs  
cuts response



# 6

**Choose your lists carefully**

7



**Don't forget logistics  
and postage!**



Having the correct address not only gives you a customer's location. It can give you powerful customer intelligence and insight into who buys from you and why.



specialised companies  
market fund  
mar•ket•ing (m  
g in a m  
and

“Postcode Anywhere’s customer profiling stops us putting thousands of pounds into a campaign and getting nothing back.”

Think BDW



**Increase direct mail strikes and ROI**



**Cut the cost of returned post**



**Segment your contact database  
for targeted communications**

# THANK YOU

To see the difference for  
yourself, take a free 7 day trial

+44 (0) 1905 888 625

[charlottel@postcodeanywhere.com](mailto:charlottel@postcodeanywhere.com)