

Retail Business: New Store Launch Campaign

These results reflect mailing in September

CAMPAIGN DETAILS

After launching a brand new store location, the retail business sent out 6,580 oversized postcards to houses within a 1.25 mile radius around their new store.

Traditional mailing with a procured list would have accrued the additional cost of purchasing a list of recipients, extra postage costs to account for mail sorting, data processing, and the cost of inkjetting unique addresses per piece.

By mailing with **ATTRACT**, the client paid less for postage and didn't have the added cost of list purchase or extra production time. **ATTRACT** enabled the retail business to extend their reach within their defined budget and market to 47% more potential customers. With a 5% ROI, they were able to increase their customer base by 106 more households with **ATTRACT** than with traditional mail.



With a \$2,500 budget, the chart below shows the benefits of using **ATTRACT** over traditional mail

	TRADITIONAL MAIL	ATTRACT
Budget	\$2,500	\$2,500
Cost Per Piece	\$0.56	\$0.38
# Of Households Reached	4,464	6,580
Response Rate	5%	5%
# Of New Customers	223	329

Using **ATTRACT**, this client reached
47% MORE HOUSEHOLDS
 while staying within their original budget.

Direct-Mail Made Easy

Simplify upcoming mail campaigns and reach new customers within targeted locations through **ATTRACT**.

ATTRACT uses Every Door Direct Mail (EDDM) technology to allow you to promote your brand and acquire new business at a fraction of the cost.

MAILING DESIGN GUIDE

Popular Dimensions:

- 9" x 6.25"
- 10" x 7"
- 11" x 6"
- 11" x 8.5"
- 12" x 6.125"

Popular Paper Weight:

- Standard Mailers: 92-100lb Cover Weight
- Postcards: 16pt Card Stock

Designs may be vertical or horizontal and can be folded as long as they fit the maximum and minimum size requirements.

Ready to Design?

Download our **ATTRACT Design Templates**, or reach out and let us help grow your customer base!

Maximum: 15" x 12"



Minimum: 11.5" width or 6.125" height

