

Campaign 2.0 **Phase 2**





Objectives

To enhance current Campaigns 2.0 by expanding marketing methods to include:

1. Drip Campaigns
2. A/B Testing
3. Text Campaigns
4. Postcards & Letters (Direct Mail)

Why?

- To provide more flexibility to users so that they have more control over everything!
- To bring down the dropout rate by re-examining existing features.
- To respond to the feature requests by clients & our CSMs.



Overview:

1. Drip Campaigns

- Competitive & Comparative Analysis
- Email Marketing Statistics

2. Text Campaigns

- Competitive & Comparative Analysis
- Common Features

3. Direct Mail

- Competitive & Comparative Analysis
- Direct Mail Marketing Statistics
- Infographic

4. Next Steps

- What to do next?
- Appendix

1

Drip Campaigns



Drip Campaigns (Automation)

Compare software companies' **product offerings** and discuss **what's special about them** when compared to their competitors.

Candidates

- 1) MailChimp
- 2) Intercom
- 3) GetResponse
- 4) Campaign Monitor
- 5) Omnisend
- 6) ActiveCampaign
- 7) HubSpot

Sources

- Go2 Crowd
- Capterra
- Crunchbase

View Original Documentation [here](#)

Drip campaigns is automated email campaign with a set of emails that can be added to multiple workflows and automated to send out to different audience.

GetResponse vs Intercom vs MailChimp vs Omnisend

✕ Remove All Products

Share <

✕ Remove



GetResponse

by GetResponse

★★★★☆ 4 / 5 (143)

Visit Website ↗

✕ Remove



Intercom

by Intercom

★★★★☆ 4.5 / 5 (316)

View Profile

✕ Remove



MailChimp

by MailChimp

★★★★☆ 4.5 / 5 (6859)

View Profile

✕ Remove



Omnisend

by Omnisend

★★★★☆ 5 / 5 (227)

Visit Website ↗

👤 Best For

Who Uses This Software?

We offer a complete suite of simple-yet-powerful solutions, scaled and customized for small and large companies.

Intercom has 17,000 paying customers all over the globe, ranging from startups like General Assembly, ZenPayroll and Invision, to public companies like Ancestry.com, New Relic and Shopify.

Companies of all sizes, from individuals to Fortune 500. Free for lists of up to 2,000 subscribers.

Omnisend provides advanced marketing automation tools for sales-driven ecommerce marketers that have outgrown the generic email marketing platforms.

Target Customer Size (Users)

1000+

1 - 1000+

1 - 1000+

1 - 1000+

💰 Pricing

Starting Price

\$15.00/month/user

\$49.00/month

\$20.00/month

\$8.00/month

Free Trial

✔ Yes

✔ Yes

✔ Yes

✔ Yes

Free Version

No

✔ Yes

✔ Yes

✔ Yes

Remove All Products

Share

Remove



GetResponse
by GetResponse

★★★★☆ 4 / 5 (143)

Remove



Intercom
by Intercom

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MailChimp
by MailChimp

★★★★☆ 4.5 / 5 (6859)

Remove



Omnisend
by Omnisend

★★★★★ 5 / 5 (227)

Product Details

Platform

Web/Installed



Mobile



Web/Installed



Mobile



Web/Installed



Mobile



Web/Installed



Mobile



Features

A/B Testing

Analytics/ROI Tracking

Customizable CTAs

Drip Campaigns

Dynamic Content

Landing Pages/Web Forms

Lead Scoring

Sales Intelligence

Search Marketing

Segmentation

Social Marketing

Website Visitor Tracking

A/B Testing

Analytics/ROI Tracking

Customizable CTAs

Drip Campaigns

Dynamic Content

Landing Pages/Web Forms

Lead Scoring

Sales Intelligence

Search Marketing

Segmentation

Social Marketing

Website Visitor Tracking

A/B Testing

Analytics/ROI Tracking

Customizable CTAs

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A/B Testing

Analytics/ROI Tracking

Customizable CTAs

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Dynamic Content

Landing Pages/Web Forms

Lead Scoring

Sales Intelligence

Search Marketing

Segmentation

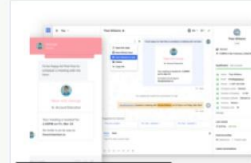
Social Marketing

Website Visitor Tracking

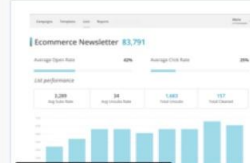
Screenshots



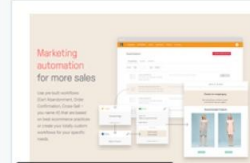
View 5 screenshots



View 5 screenshots



View 5 screenshots



View 5 screenshots

✕ Remove All Products

Share <

✕ Remove



GetResponse
by GetResponse

★★★★☆ 4 / 5 (143)

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Intercom
by Intercom

★★★★☆ 4.5 / 5 (316)

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MailChimp
by MailChimp

★★★★☆ 4.5 / 5 (6859)

✕ Remove



Omnisend
by Omnisend

★★★★★ 5 / 5 (227)

★ Ratings

Overall

★★★★☆ 4 / 5 (143)

★★★★☆ 4.5 / 5 (316)

★★★★☆ 4.5 / 5 (6859)

★★★★★ 5 / 5 (227)

Ease of Use

★★★★☆ 4 / 5

★★★★☆ 4.5 / 5

★★★★☆ 4.5 / 5

★★★★★ 5 / 5

Customer Service

★★★★☆ 4 / 5

★★★★☆ 4.5 / 5

★★★★☆ 4 / 5

★★★★★ 5 / 5

Features & Functionality

★★★★☆ 4 / 5

★★★★☆ 4.5 / 5

★★★★☆ 4.5 / 5

★★★★★ 5 / 5

Value for Money

★★★★☆ 4 / 5

★★★★☆ 4 / 5

★★★★☆ 4.5 / 5

★★★★★ 5 / 5

☐ Training & Support

Support

👤 24/7 (Live Rep)

👤 24/7 (Live Rep)

👤 24/7 (Live Rep)

👤 24/7 (Live Rep)

🕒 Business Hours

🕒 Business Hours

🕒 Business Hours

🕒 Business Hours

☐ Online

☐ Online

☐ Online

☐ Online

Training

✅ In Person

❌ In Person

❌ In Person

❌ In Person

✅ Live Online

✅ Live Online

✅ Live Online

✅ Live Online

✅ Webinars

✅ Webinars

❌ Webinars

❌ Webinars

✅ Documentation

✅ Documentation

✅ Documentation

✅ Documentation

ActiveCampaign vs Campaign Monitor vs HubSpot Marketing Automation

<p>✕ Remove All Products</p> <div style="border: 1px dashed gray; padding: 5px; text-align: center; margin: 10px 0;"> + Add Product </div> <p style="background-color: #28a745; color: white; padding: 5px; text-align: center; border-radius: 5px;">Share <</p>	<p>✕ Remove</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div> <p>ActiveCampaign by ActiveCampaign</p> <p>★★★★☆ 4 / 5 (221)</p> </div> </div> <p style="background-color: #ff7f0e; color: white; padding: 5px; text-align: center; border-radius: 5px;">Visit Website 🔗</p>	<p>✕ Remove</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div> <p>Campaign Monitor by Campaign Monitor</p> <p>★★★★☆ 4.5 / 5 (335)</p> </div> </div> <p style="background-color: #ff7f0e; color: white; padding: 5px; text-align: center; border-radius: 5px;">Visit Website 🔗</p>	<p>✕ Remove</p> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div> <p>HubSpot Marketing Automation by HubSpot</p> <p>★★★★☆ 4.5 / 5 (2821)</p> </div> </div> <p style="background-color: #ff7f0e; color: white; padding: 5px; text-align: center; border-radius: 5px;">Visit Website 🔗</p>
<p>👤 Best For</p>			
<p>Who Uses This Software?</p>	<p>ActiveCampaign benefits the small and medium sized business looking to connect and engage with their customers across their marketing channels.</p>	<p>Over 2 million marketers at 150,000 companies around the world trust Campaign Monitor for simple and effective email marketing that delivers results.</p>	<p>HubSpot's all-in-one Marketing software is ideal for growing companies who want to use Inbound marketing to increase traffic, convert leads, and prove ROI.</p>
<p>Target Customer Size (Users)</p>	<p>1 - 499</p>	<p>1 - 1000+</p>	<p>1 - 99</p>
<p>💰 Pricing</p>			
<p>Starting Price</p>	<p>\$9.00/month</p>	<p>\$9.00/month</p>	<p>\$200.00/month</p>
<p>Free Trial</p>	<p>✔ Yes</p>	<p>✔ Yes</p>	<p>✔ Yes</p>
<p>Free Version</p>	<p>No</p>	<p>No</p>	<p>✔ Yes</p>



ActiveCampaign

by ActiveCampaign

★★★★☆ 4 / 5 (221)



Campaign Monitor

by Campaign Monitor

★★★★☆ 4.5 / 5 (335)



HubSpot Marketing Automation

by HubSpot

★★★★☆ 4.5 / 5 (2821)

Product Details

Platform

Web/Installed



Mobile



Web/Installed



Mobile



Web/Installed



Mobile



Features

- A/B Testing
- Analytics/ROI Tracking
- Customizable CTAs
- Drip Campaigns
- Dynamic Content
- Landing Pages/Web Forms
- Lead Scoring
- Sales Intelligence
- Search Marketing
- Segmentation
- Social Marketing
- Website Visitor Tracking

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ActiveCampaign

by ActiveCampaign

★★★★☆ 4 / 5 (221)



Campaign Monitor

by Campaign Monitor

★★★★☆ 4.5 / 5 (335)



HubSpot Marketing Automation

by HubSpot

★★★★☆ 4.5 / 5 (2821)

★ Ratings

Overall	★★★★☆ 4 / 5 (221)	★★★★☆ 4.5 / 5 (335)	★★★★☆ 4.5 / 5 (2821)
Ease of Use	★★★★☆ 4 / 5	★★★★☆ 4.5 / 5	★★★★☆ 4 / 5
Customer Service	★★★★☆ 4 / 5	★★★★☆ 4.5 / 5	★★★★☆ 4.5 / 5
Features & Functionality	★★★★☆ 4 / 5	★★★★☆ 4.5 / 5	★★★★☆ 4.5 / 5
Value for Money	★★★★☆ 4.5 / 5	★★★★☆ 4.5 / 5	★★★★☆ 4 / 5

☐ Training & Support

Support	<p> 24/7 (Live Rep)</p> <hr/> <p> Business Hours</p> <hr/> <p> Online</p>	<p> 24/7 (Live Rep)</p> <hr/> <p> Business Hours</p> <hr/> <p> Online</p>	<p> 24/7 (Live Rep)</p> <hr/> <p> Business Hours</p> <hr/> <p> Online</p>
Training	<p> In Person</p> <hr/> <p> Live Online</p> <hr/> <p> Webinars</p> <hr/> <p> Documentation</p>	<p> In Person</p> <hr/> <p> Live Online</p> <hr/> <p> Webinars</p> <hr/> <p> Documentation</p>	<p> In Person</p> <hr/> <p> Live Online</p> <hr/> <p> Webinars</p> <hr/> <p> Documentation</p>



2018 Email Marketing Statistics

Understanding the clicks, open, and bounce rates of email campaigns across industries. Getting to know the state of marketing automation.

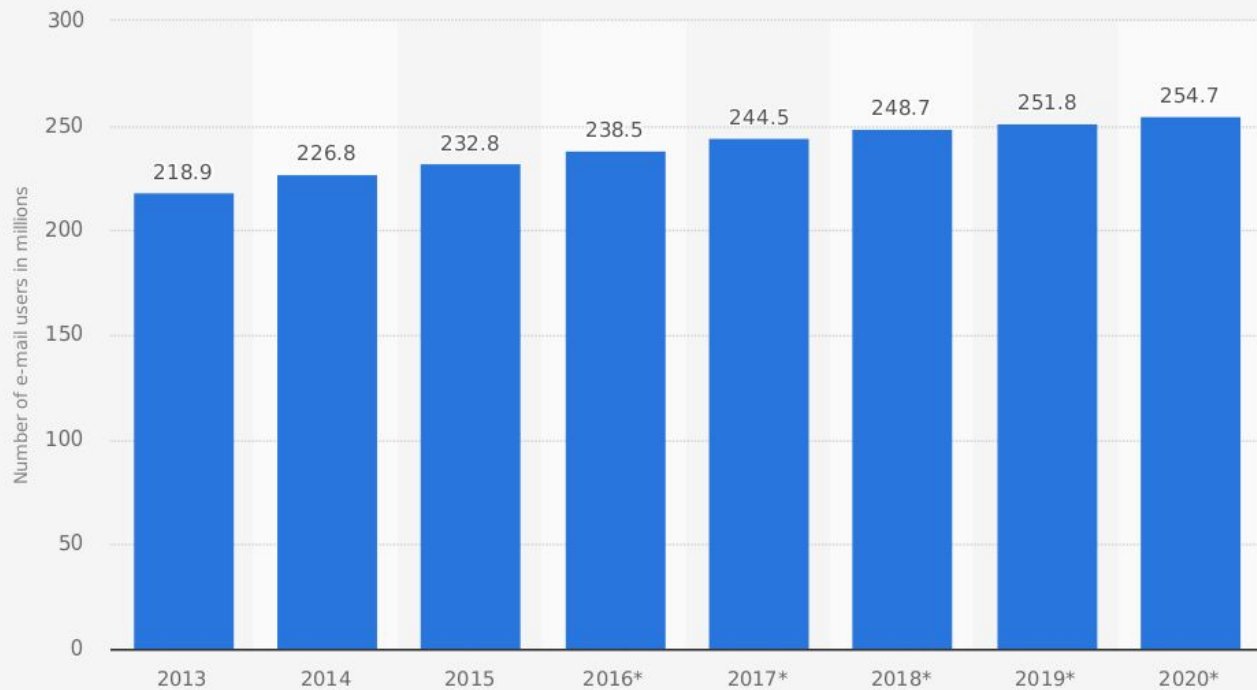
Bullet Points:

- The average **open** rate for **all** industries is **20.81%** - [MailChimp](#)
- The average **click** rate for **all** industries is **2.43%** - [MailChimp](#)
- Top 3 campaign types among **all** industries were: **Events, Renewals, & Welcomes** - [Higher Logic](#)
- Approx. **1/3** of U.S. consumers think email newsletters ads are helpful, with 56% claiming the opposite - [Statista](#)
- In 2017, **237.2 million** people accessed the internet through their **mobile** phone & more emails are being read on mobile devices - [Statista](#)

References: [here](#), [here](#), and [here](#)

Tips: Moving forward, finding the best means to integrate mobile with email would be the ideal marketing approach.
See formats [here](#)

Number of e-mail users in the United States from 2013 to 2020 (in millions)



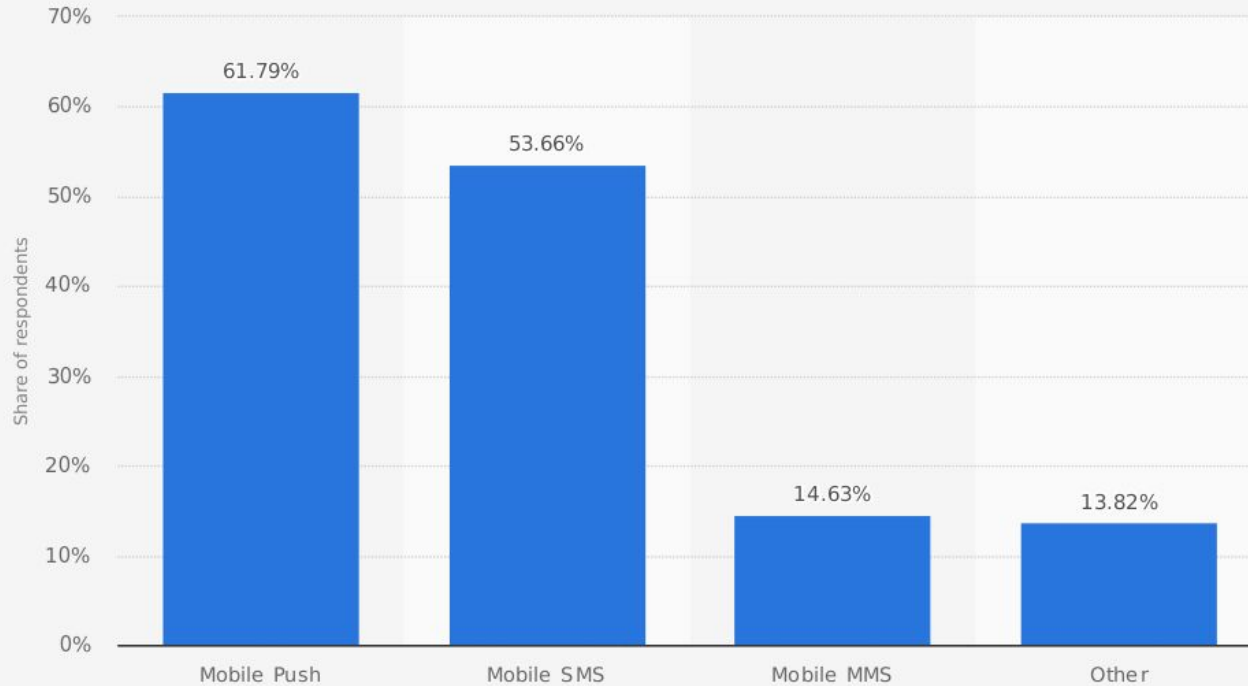
Sources

eMarketer; Squarespace
© Statista 2018

Additional Information:

United States; eMarketer; 2013 to 2015

Planned formats of mobile e-mail marketing integration worldwide as of December 2016



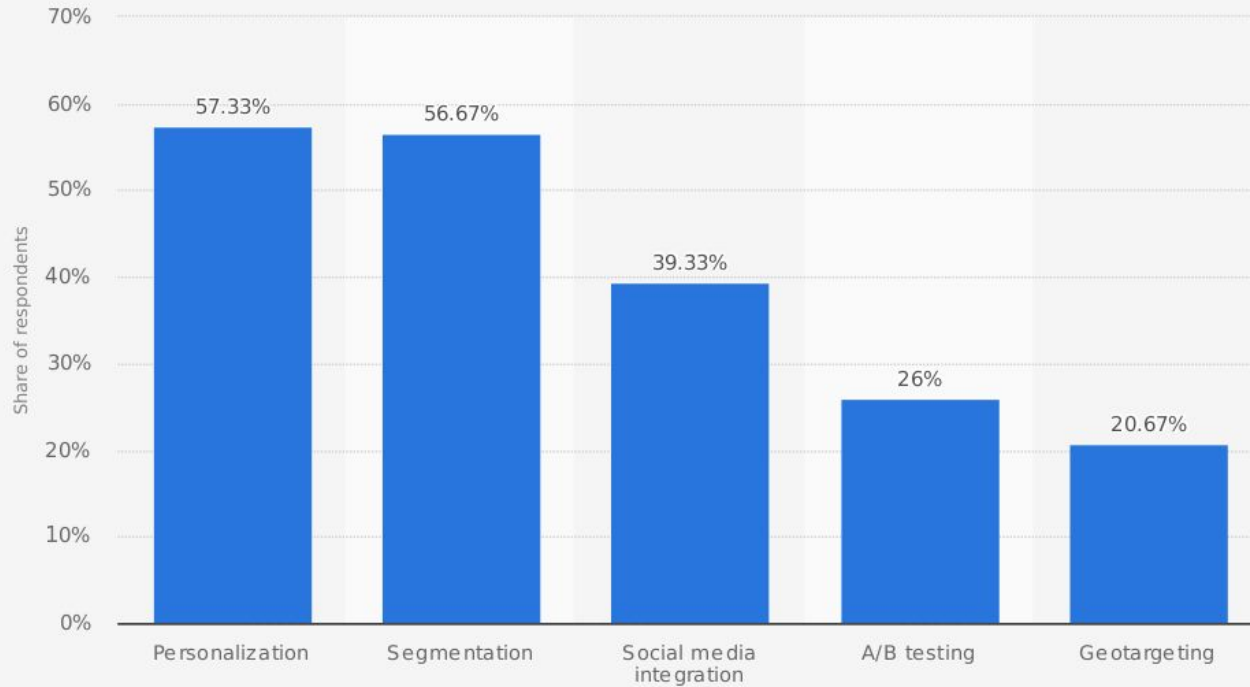
Sources

StrongView; Selligent
© Statista 2018

Additional Information:

Worldwide; StrongView; Selligent; Novemebr 25 to December 9, 2015; 295 respondents; among business leader located in North America

Most effective e-mail tactics in driving conversions according to online retailers as of June 2016



Source
Campaigner
© Statista 2018

Additional Information:
Worldwide; May 31 to June 9, 2016; 150 respondents; internet retailers from the Campaigner customer base; brands vary



MailChimp:

MailChimp provides marketing **automation** for e-commerce businesses.

About the company:

MailChimp is a private for profit company founded in 2001, Atlanta, Georgia. MailChimp has between 501-1000 employees. It has **\$456.2M** in revenue annually.

Pricing:

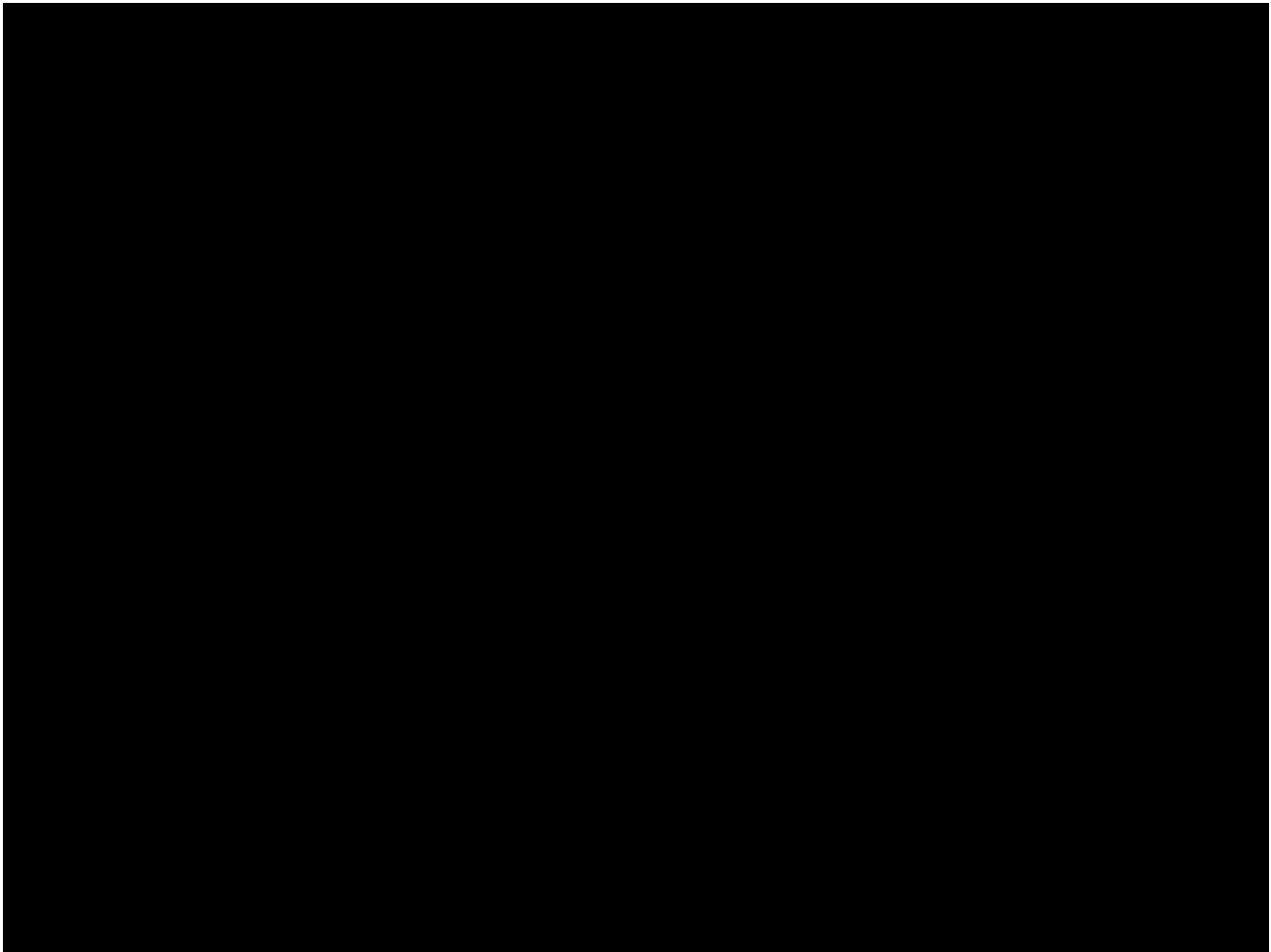
\$20.00/Month

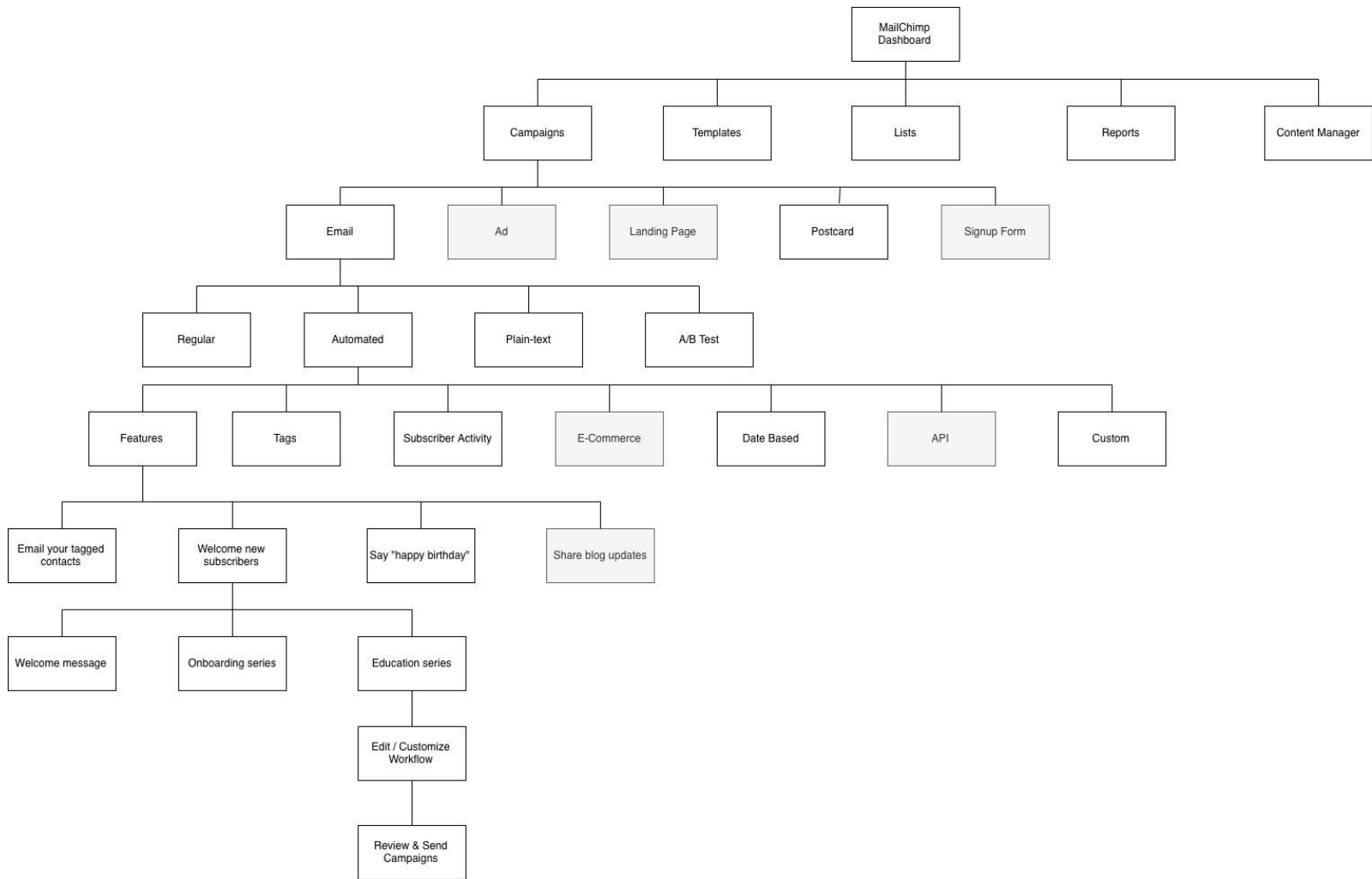
Competitors:

- VerticalResponse
- AWeber Communications
- Mad Mimi

Overview <https://www.capterra.com/p/110228/MailChimp/>

Crunchbase <https://www.crunchbase.com/organization/mailchimp#section-overview>







Home

Help

Save and Exit



Boutique



Color Box



Contrast



Cuteal



Five



Hero Card



Hero Image



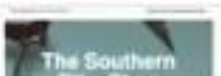
Member Welcome



Monochromic



Monthly Content



Back to Settings

Custom

Templates

Design

Next



Pros & Cons

Steps are broken down

Navigating back and forth inside the customizing Automation Campaign is straight forward.

Easy to Medium learning curve

The error prevention allow users to review mistakes or changes made before moving on.

Powerful trigger & segmentation

Very flexible and clear segmentation



Intercom:

Intercom develops and publishes communications technology to monitor **user behavior**.

About the company:

Intercom is a private for profit company founded in 2011, San Francisco, California. Intercom has between 501-1000 employees. It has **\$84M** in revenue annually.

Pricing:

\$49.00/Month

Competitors:

- ClientSuccess
- Totango
- ContactEngine

Overview <https://www.capterra.com/p/134347/Intercom/>

Crunchbase <https://www.crunchbase.com/organization/intercom>

Messages

- User auto messages
- Messages
- Campaigns
- Filters
- Visitor auto messages
- Manual messages
- Insights
- Start guide

To start sending email, first enter your email address and verify your address. [Access the verification panel.](#)

Placeholder for your email content

Stop date ⌵ Stop sending on Friday Nov 20, 2015 at 11:58am (UTC)

Set a goal Done

Goal
Set a measurable goal for this message

Select an attribute or event...

Set a delivery window Done

Review and set live Done



Pros & Cons

Not the easiest to navigate ... at first

The UI of the platform is beautiful but not the easiest to figure out where to go next

Friendly onboarding tutorial

Implementing similar onboarding experience to introduce new feature might be a good idea

Seamlessly integrated email & text campaigns

Powerful segmentation in edit mode for both email campaign & text message campaign so that users can easily personalized when & how they want the text messages to send out after the email



GetResponse:

GetResponse is an email marketing platform that features **drag-and-drop** email, landing page creator, advanced email **analytics**.

About the company:

GetResponse is a private for profit company founded in 1998, Wilmington, Delaware. It has between 251-500 employees. It has **\$16.1M** in revenue annually.

Pricing:

\$15.00/Month - \$1,199.00/Month [View Pricing](#)

Competitors:

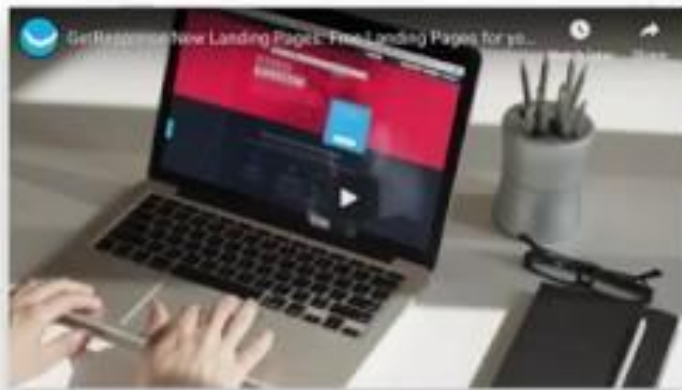
- FreshMail Email Marketing
- Mad Mimi
- AWeber Communications

Overview <https://www.capterra.com/p/153948/GetResponse/>

Crunchbase <https://www.crunchbase.com/organization/getresponse#section-overview>

Create high-converting landing pages - in minutes!

With GetResponse Landing Pages, lead generation has never been easier. Now you can build and optimize web pages that are 100% responsive -- with no coding skills required.



GetResponse



Pros & Cons

Drag & drop your way to success

Designing the drip campaign is quick because triggers & elements are accessible from the right panel

Easy to add & edit condition

Once each element's linked, the setting of each element can be accessed from "Property"

No text campaign

The platform is mainly focused on email marketing only

Can manage email campaigns on mobile

Create plain-text emails on the go, monitor, & manage campaign performance on mobile



Campaign Monitor:

Campaign Monitor allows websites to attract new subscribers by sending them email **newsletters** and **reports**.

About the company:

Campaign Monitor is a private for profit company founded in 2004, San Francisco, CA. It has between 101-250 employees. It has **\$21.6M** in revenue annually.

Pricing:

\$9.00/Month - \$149.00/Month [View Pricing](#)

Competitors:

- MailChimp
- Iterable
- FreshMail Email Marketing

Overview <https://www.capterra.com/p/76928/Campaign-Monitor/>

Crunchbase <https://www.crunchbase.com/organization/campaign-monitor>

Specials & offers

Flash Deals

Account Offers

Travel Deals

Travel & offers

Feedback

Gifts

Hotels

International

Specials & offers

Account Offers

Travel Deals

15% OFF
EARLY RESERVATION

Reserve with a partner cardbook

Book now

Model W

All electric. All powerful.

Book now

Explore the Great Outdoors

Great prices on the great outdoors

Book now

The run to raise funds.

4.17.18.2018

Book now

Summer just got even more affordable

Los Angeles

Book now

Work. Adventure. MY

Book now

THE SECOND CITY

Book now

Monthly just open Fly

Book now

iPhone

Book now


S

Book now

MUSIC

Book now

Book now





15% OFF
EVERY HEADPHONE

[Shop Now](#)

Summer, with a better soundtrack.

Take our best-selling sound quality with you to wherever the music takes you. Available in black, silver or red.

<p>\$229.99</p> <p>Noise Cancelling \$199</p> 	<p>\$249.99</p> <p>Wireless \$249</p> 
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HubSpot:

Hubspot develops **cloud-based**, inbound marketing software that allows businesses to transform the way that they market online.

About the company:

HubSpot is a public for profit company founded in 2006, Cambridge, Massachusetts. It has between 1000-5000 employees & **\$441.4M** in revenue annually.

Pricing:

\$200.00/Month

Competitors:

- Act-On Software
- Marketo
- Pardot

Overview <https://www.capterra.com/p/171839/HubSpot-Marketing-Automation/>

Crunchbase <https://www.crunchbase.com/organization/hubspot>

Navigation: Campaigns, Connections, Marketing, Sales, Service, Automations, Reports

User: Andy Chen

The Workflows tool is included in your Marketing Enterprise trial. How do you want to proceed? [Get started](#)

Workflows (1)

[Create workflow](#)

View: All workflows | Created by: All users | Export consent based workflows | Search

NAME	TYPE	TOTAL ENROLLED	ACTIVE ENROLLED	LAST UPDATED	CREATED
Test Test Test <small>(0 inactive subscribers)</small>	Email	0	0	Nov 15, 2018 by Andy Chen	Nov 15, 2018 by Andy Chen

Quick Time Player

Taskbar icons: Mail, Chrome, Slack, Calendar, WhatsApp, Telegram, File Explorer, PowerPoint, R, Diamond, Firefox, Edge, File Explorer, Trash



ActiveCampaign:

ActiveCampaign is an email marketing, marketing **automation**, and sales CRM platform.

About the company:

ActiveCampaign is a private for profit company founded in 2003, Chicago, Illinois. ActiveCampaign has between 231-500 employees & **\$13.5M** in revenue annually.

Pricing:

\$17.00/Month - \$299.00/Month [View Pricing](#)

Competitors:

- MailChimp
- Infusionsoft
- Mad Mimi

Overview <https://www.capterra.com/p/79367/ActiveCampaign/>

Crunchbase <https://www.crunchbase.com/organization/activecampaign#section-overview>

Administration / Administration

New Contact

Action options Connect with any link to an email

Select email: Any email or Any list

Select list: Any list or Any list

Rules: One

KEYWORDS

Segment the contacts entering this automation

Option categories

- All Options > Time & Time
- Current day of the week (Contact's ...)
- Current day of the month (Contact's ...)
- Current month (Contact's Timezone)
- Current year (Contact's Timezone)
- Current time (Contact's Timezone)
- Current day of the week (America/L...)
- Current day of the month (America/L...)
- Current month (America/Los Angeles)

Add New Segment Group

ADD RULE

Admin

Working Business

Personal

Send a text message

Send SMS

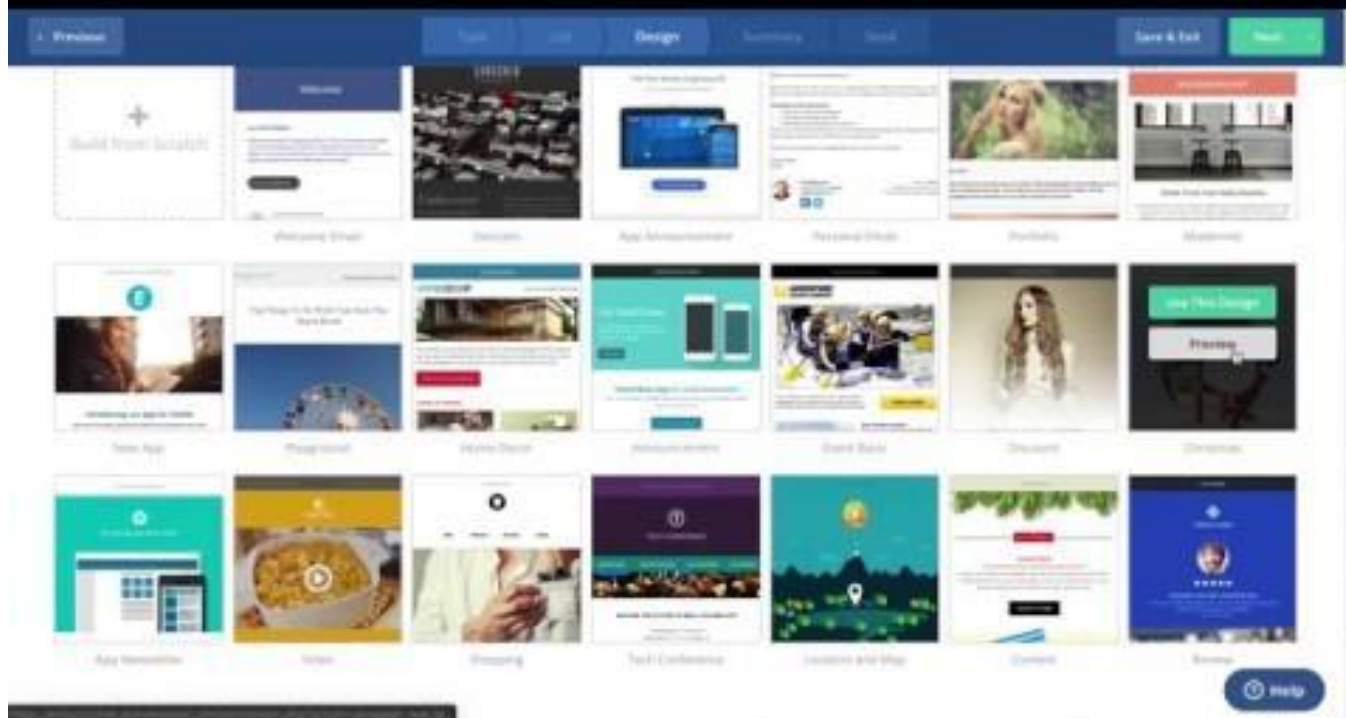
Reply messages

Conditions and Workflow

Contacts

CRM

Help



Previous

Types

Jobs

Design

Summary

Jobs

Save & Exit

Next

Templates

Templates

Your Campaigns (2)

All categories

All jobs

Search templates



Build From Scratch



Welcome Email



Catalog



App Announcement



Personal Email



Portfolio



Workshop



New App



Playground



Home Email



Announcement



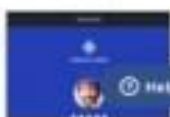
Event Email



Glamour



Christmas



2

Text Campaigns



CSM Leaders Interview

We've held an initial info gathering meeting with CSM & Sales leaders (Lifestyle, Auto) internally to understand what users are looking for specifically in text marketing.

What they want:

- 1) Segmentation
- 2) Flexibility
- 3) Seasonal
- 4) Recall
- 5) Easier ways to collect opt-Ins
- 6) Mass send out text messages

Companies:

- Textel
- MyShopManager

Common Features of Text Marketing Softwares

Mass text messaging	The core of SMS marketing software. It lets you send messages to large groups simultaneously. Most platforms help organize customers into smaller subgroups.
Scheduled messaging	Lets you send individual and group texts at predetermined times. Message timing is even more important with SMS marketing as it is with email marketing.
Message personalization	Helps automatically personalize text messages by replacing tags (e.g., #NAME) in your template email with the actual information for each individual recipient.
Shortcodes	The key words often used in promotions and advertisements, as in "Text shortcode to 12345 to enter." Shortcodes are used to organize incoming texts and help segment customers.
Automated responses	Provides basic automated reply functionality to confirm that messages texted from customers were received.
2-way messaging	2-way messaging identifies and collates individual message replies into separate conversations that can be tied to a database record, such as a customer's CRM entry.
Picture messaging (MMS)	Adds MMS functionality to the platform allowing customers and businesses to send and receive multimedia messages, like photos, videos and audio recordings.
Contest and polling tools	Provides basic tools and templates for running contests and opinion polls via text message. These are a great way to grow an audience and increase engagement.



Market Research: Text Marketing

According to [Statista](#), the number of mobile phone users is forecast to reach **4.68 billion** in 2019. Being able to reach the broadest audience easily via text messages is not only important, but also a norm.

Candidates

- 1) Textel
- 2) Textedly
- 3) EZ Texting

Sources

- Go2 Crowd
- Capterra
- Crunchbase

Read the article about SMS Marketing [here](#)

SMS (Short Message Service) marketing is disseminating information, creating buzz, and generating brand awareness through the use of text messages.



Textedly:

Textedly is an SMS marketing communications channel that allows customers to advertise, promote, announce, and engage with audience through text messaging directly to cell phones.

About the company:

Textedly is a private for profit company founded in 2016. The company has between 1-10 employees.

Pricing:

\$0.00/Month - \$55.00/Month [View Pricing](#)

Competitors:

- EZ Texting
- Simple Texting
- Avochato

Overview <https://www.capterra.com/p/150912/Textedly/>

Crunchbase <https://www.crunchbase.com/organization/textedly>



Dashboard



Messages



Subscribers



Reports



Reports



Help Center

Starter
SUBSCRIPTION PLAN

200 Messages per month
1 Keyword, 1000 Contacts

300
MESSAGES AVAILABLE

[New Msg.](#) [Buy More](#)

1 of 1
KEYWORDS

[Add New](#) [Buy More](#)

0
SUBSCRIBERS

0 Subscribers added this month

0
TOTAL MESSAGES SENT

0 Messages sent this month

0
TOTAL MESSAGES DELIVERED

0 Messages delivered this month

Activity Feed

No Activity

Most Subscribed

OPTIMIZ

Subscribers

[View Report](#)

Activity Report

Daily



QuickTime Player

Unsubscribe Rate

0%





EZ Texting:

EZ Texting is the provider of self-service mass texting services for businesses across the US & Canada.

About the company:

EZ Texting is a private for profit company founded in 2006, Santa Monica. The company has between 101-250 employees. It has **\$10M** in revenue annually.

Pricing:

\$49.00/Month

Competitors:

- Tatango
- Call Loop
- ShopText

Overview <https://www.capterra.com/p/145848/Ez-Texting/>

Crunchbase <https://www.crunchbase.com/organization/ez-texting#section-current-team>

Statistics Group

Keywords & Trending Numbers

Tools

Workflows

List Managers

QuickCode Generator

Message Health Tool

Custom Lookup Tool

Phone Hub

SendFax Pro

Message Forwarding

Integrations

Bulk Opt Out

API

Message Delivery Tool

IT - **Tools**

IT - Tools & Procs

Unsubscribe Contacts

   My Account

UNSUBSCRIBE Unsubscribe Contacts



Drag your file here or choose a file from your computer.
Please choose a file size of up to 100MB contacts maximum.

Choose File

[Terms and Conditions](#) | [Privacy Policy](#) | [Service Policy](#)

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 Help

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Direct Mail



Direct Mail Marketing (Postcards & Letters)

Looking into direct mail automation softwares and tools to better understand the audience they are targeting as well as the features that are the most relevant.

Candidates

- 1) Paperless Post
- 2) Inkit
- 3) Postalytics
- 4) Minted

Sources

- Go2 Crowd
- Capterra
- Crunchbase

Read the article about Direct Mail Marketing [here](#)

Definition: Direct mail is papers, postcards, or other items, such as a company's promotional products, sent via the postal service to an individual's home or business. The items are sent for marketing purposes. They contain marketing or advertising messages & are designed to increase sales, get new customers, or maintain current customers. Bills are not a form of direct mail.



Direct Mail Marketing Statistics

Who's looking to use Direct Mail Marketing to reach their customers? Why?

- According to the 2018 Cross-Channel Engagement Benchmark Report by Iterable, only **10%** of marketers use Direct Mail for their welcome campaign - [Iterable](#)
- **44%** of people visit a company's website after receiving direct mail marketing material from that company - [Kennedy Marketing Group](#)
- **57%** of people say that they are more likely to remember a message by mail - [Kennedy Marketing Group](#)
- A Valassis case study finds that Variable Image **Postcard** delivered **5.7%** overall program redemption for Farm & Home Hardware Store client. - [Valassis](#)
- According to [DMA](#), **121.2B** pieces of mail were received this year in U.S. households - USPS, 2017
- **Financial services** are the heaviest users of direct mail followed by consumer packaged goods - [DMA](#) & DemandMetric

RECOVER FROM LOYALTY DEFICIENCY

Get better at healthcare marketing and grow.

Today's **Dynamic Consumer** is always on and constantly changing. New survey results reveal what's going on in their heads and hearts. Inject your influence. And discover the best form of treatment.

Bad news / Good news

1/3
of
consumers

Are "in the market" for a new healthcare provider – could be leaving you or coming to you

Higher for

56% Millennials

57% Parents

Not feeling loyal; could easily be persuaded to go where it is

	LESS EXPENSIVE	BETTER SERVICE
Millennials	52%	55%
Parents	49%	51%
All Consumers	33%	35%

Millennials

52%

55%

Parents

49%

51%

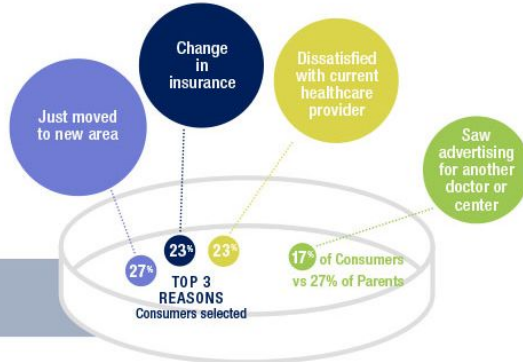
All Consumers

33%

35%

Causes

Four key reasons why they are looking to switch*



Conducting own research

Found new provider by doing **online** research



61%
Parents
vs 39% All Consumers

54%
Millennials

say a **print** ad triggered them to research a health condition or provider



Location matters



So choose advertising areas wisely

Majority of consumers only want to drive 1/2 hour or less



SELECTED A PROVIDER:

	CLOSE TO HOME	CLOSE TO WORK
Millennials	26%	14%
Parents	27%	20%
All Consumers	24%	9%

Be contagious to be successful

Engage consumers with an ongoing campaign

61%
vs 39% All
Parents
take time to research & shop like they do when making a large purchase

64%
Consumers
do research at least a month in advance**

Use multiple touchpoints



Consider media strengths:



Print:
trustworthy, effective way to inform and activate consumers



Online/Mobile:
provides awareness and enough information to take action



TV:
good for creating awareness of health conditions/providers

ABOUT THE STUDY

Valassis Dynamic Healthcare Consumer Insight is based on the Valassis Awareness-to-Activation Study, an ongoing study fielded in conjunction with The NPD Group, Inc., a global market research company. The sample was derived via an online survey, and all participants were at least 18 years of age and living in the contiguous United States. Approximately 10,000 respondents are surveyed annually. The specific data included in this infographic is from the research wave fielded 7/28/17 - 9/27/17 to over 1,300 respondents and is balanced by age and gender to U.S. Census demographic profiles.

Parents = HIs with children under age 18

*Among respondents "in the market" for new healthcare services

**Among respondents who research when looking for a new healthcare provider

1.866.576.0523 | valassis.com

Valassis
INTELLIGENT MEDIA DELIVERY



Inkit:

Inkit is a direct mail automation software for marketing & retention.

About the company:

Inkit is a private for profit company founded in 2017, Minnesota. The company has between 1-10 employees.

Features:

- Triggers & Workflow
- A/B Split Testing
- Custom List & Segmentation

Company website <https://inkit.io/>

Crunchbase <https://www.crunchbase.com/organization/inkit#section-overview>



Postalystics:

Postalystics is a self-serve direct mail automation tool that looks, acts and feels like a digital channel.

About the company:

Postalystics is a private for profit company founded in 2017, Massachusetts. The company has between 1-10 employees.

Features:

- Drag & Drop & Send
- Analytics & Insights
- Triggered Drip Campaign

Company website <https://www.postalytics.com/>

Crunchbase <https://www.crunchbase.com/organization/postalytics#section-overview>



4

Next Steps



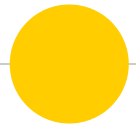
What to do next?

Upon approval, we will move forward with:

- Internal testings on current Campaigns Phase 1
- More user interviews & research
- Descope & prioritize features
- User flows & customer journey map
- Lo-Fi wireframes



Thanks!



Appendix



Omnisend:

Omnisend is a e-commerce **marketing automation platform** that converts visitors & retain customers. It has personalized messages with automation workflow.

About the company:

Omnisend, previously known as **Soundest**, is a private for profit company founded in 2013, London. Omnisend has between 11-50 employees.

Pricing:

\$0.00/Month - \$199.00/Month [View Pricing](#)

Competitors:

- MailChimp
- Iterable
- FreshMail Email Marketing

Overview <https://www.capterra.com/p/153508/Omnisend/>

Crunchbase <https://www.crunchbase.com/organization/soundest>