TOP 7 REASONS
To Add Mailing Services

7 Direct Mail is still one of the most effective tools to reach customers and generate valuable responses. According to the DMA (Direct Marketing Association) Direct mail achieves a 3.7% response rate with a house list, and a 1.0% response rate with a prospect list. All digital channels combined only achieve a 0.62% response rate.

1 Mailing the printed job is nearly all profit!
By adding mailing services, you optimize your click charges and other mailing costs with the additional revenue generated from mailing services fees.

2 You're already doing most of the work!
Loading finished digital prints into USPS approved containers is just as easy as loading the boxes you're sending to a third party Mail Service Provider.

3 No additional labor costs!
Printers with Digital Presses have no additional labor costs associated with providing Mail Services. The variable data is printed in presort order, and placed in containers with no additional processes.

4 Keep your customers!
Customers prefer a One-Stop-Shopping experience. Printers who do not offer mailing services risk losing customers to third party Mail Service Providers who offer printing services.

5 Generate more revenue!
A very high percentage of your work finds its way into the mail stream. Why not collect that revenue directly?

6 Mail Services create more print jobs!
Build on your existing revenue base to become more profitable. The mail box is less crowded than the inbox. As your customers experience success in mailing communications, you will get more jobs.

7 Mail is more effective than email!
Mail is still relevant and the most effective marketing tool available today. The fact is, most people open more of their direct mail vs. their email.
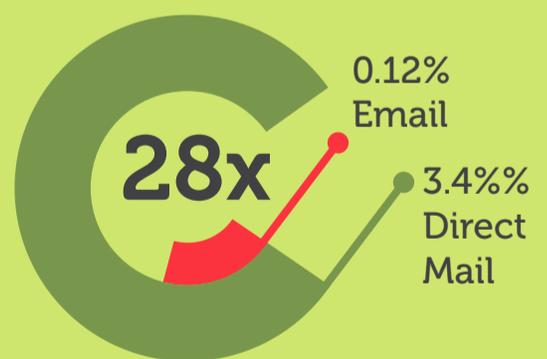
70% to 80% of consumers say they open all of their direct mail

Direct Mail — **79%**

Email — **45%**

Consumers reporting they immediately act on direct mail vs email

28x

0.12% Email

3.4%% Direct Mail

Response rates for direct mail are 28 times higher than email