

DIRECT MAIL CONNECTS.


Your Campaigns, Delivered to Engage.

For more than 30 years, NVISION has leveraged our supply chain formula within corporate marketing departments of all sizes. We focus on cost savings and the entire direct mail production process. NVISION has experience and knowledge in all aspects of direct mail including: creative, print, fulfillment, production, and postal processing.


NVISION DELIVERS ON DIRECT MAIL.

When you work with NVISION, you get more than a consultant. You get a trusted partner with the experience to guide you through every step of the direct mail process.


DESIGNED FOR EVERYONE, EVEN MILLENNIALS.

 Our email inboxes are more crowded than ever. That's why direct mail creates such a powerful and emotional connection with customers. And Millennials—who wield an estimated \$1.4 trillion in buying power – **respond positively to direct mail 95% of the time.**¹

FASTER, MORE RELIABLE TIMELINES.

 Your brand needs to be agile and responsive to changing customer demands. With our deep understanding of direct mail production processes, **we promise timelines that fit your needs.** Then deliver them.

DIRECT MAIL FITS INTO YOUR MOST IMPORTANT CAMPAIGNS.

 Combining direct mail with digital marketing campaigns adds a high-value, personal touch to key prospect accounts. It is memorable, multi-sensory, and because **it boasts 10x greater engagement**² than email, it can slot into any critical campaign that needs an **extra boost.**

EMOTIONAL CONNECTION

80%



of direct mail recipients scan or read each piece they receive because it is tangible, endlessly creative, and sticks with your audience—literally.³

POWERFUL ROI

29%



Direct mail delivers a median ROI of 29% and its 4.4% response rate soars past email's average of 0.12%.⁴

ADVANCED TARGETING AND PERSONALIZATION

NVISION's direct mail boasts even stronger response rates thanks to sophisticated persona targeting that leverages available data from cross-channel customer interactions.



YOU GET WHAT YOU PAY FOR

From design to printing to reporting, NVISION optimizes your direct mail marketing.



Direct mail may cost more than email, but it can yield far greater results than other marketing alternatives. With an average response rate 10x greater than email, direct mail is the perfect supplement for any campaign targeting a high-valued prospect that deserves a more intimate and personal touch. With everything from digital interactions to email/direct mail programs, your brand can leverage targeted marketing to engage those key customers that drive your ROI.

LOWER POSTAGE COSTS—SKYROCKETING ROI

NVISION's expert team has knowledge in all aspects of direct mail marketing so that cost savings can be found throughout the entire process—even in postage. We work closely with customers to improve production processes including:

- Format and design dimensions to optimize postage costs.
- Pre-sort discount program set up to reduce overall direct mail campaign costs.

Did You Know?

Postage accounts for up to **60%** of total direct mail program costs.

Real Fortune 500 Clients, Real Success.

NVISION delivers direct mail results across every industry.



\$1.5 million

Annual Direct Mail Savings

AUTOMOTIVE INDUSTRY



20%

Increase in Direct Mail Campaigns

RETAIL INDUSTRY



10x

Boost in Response Rate Over Email

TRAVEL INDUSTRY

Ready to learn more about how NVISION can revolutionize your direct mail program and bring your brand to life?

Contact **NVISION** today!

1. Gallup, Inc.
2. SmallBizTrends
3. SmallBizTrends
4. Data Marketing & Analytics