



**data + innovation
equals**

+ leveraging the power of direct mail in a digital world



John D. Mashia

President & COO



+ www.imsdirect.com

Company Overview

Founded in 1986 | Syracuse, NY

- Privately Held Company
- Operating five facilities, employing 250 people
- Serving clients nationwide and in Canada
- Following SOC 1 and SSAE 18 Audit Standards

+ www.imsdirect.com



Strategic Markets

- Financial Services (Banks & Credit Unions)
- Insurance
- Healthcare
- Accounts Receivable & Collections
- Government

Core Competency

- Transactional Print & Mail
- Electronic Document Management
- Direct Mail & Omni-Channel Marketing
- Data Analytics & Technology Innovation
- Creative Services

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"67% of online searches are driven by offline messages, with 39% of consumers making purchases, and for every \$167 spent on direct mail; U.S. marketers sell \$2,095 in goods."

IPROSPECT

+ leveraging the power of direct mail in a digital world

The role of print in omni-channel marketing

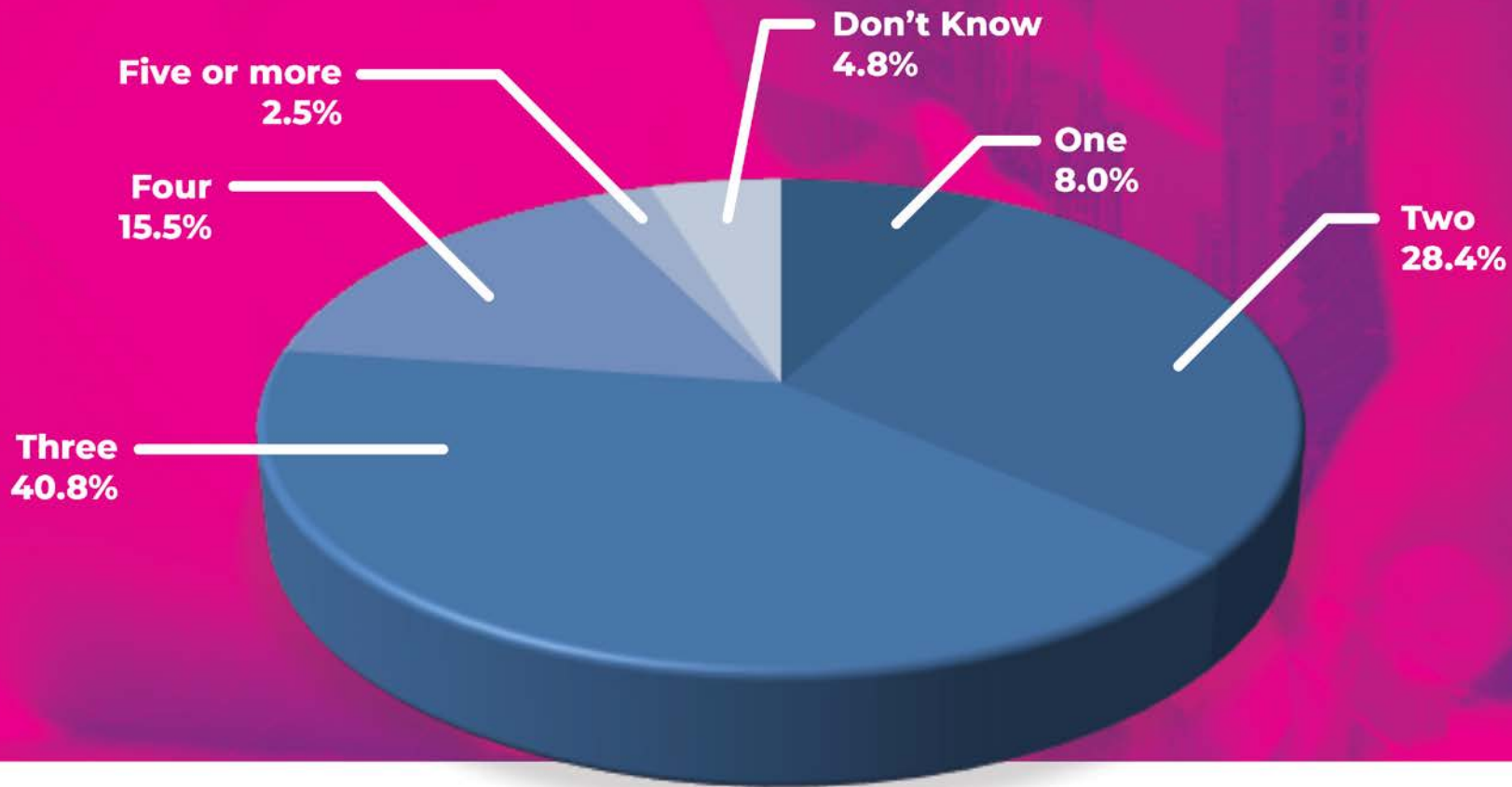
- + Enhance the customer experience (CX)
- + Provide a personalized, tactile touch-point
- + Lead the customer towards (desired) interaction
- + Provide additional channel for customer response



"Data indicates that campaigns that leverage print, email, social media and mobile applications achieve 9.5% greater return"

MICRO TO MEGA: TRENDS IN BUSINESS COMMUNICATIONS, INFOTRENDS, 2015

+ omni-channel campaigns boost results



+ how many types of media does your company use for a campaign?

Source: Micro to Mega: Trends in Business Communications, InfoTrends 2015



**"Customer experience is improved by 38%
through data-driven personalization and
relevant communications."**

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+ intelligent solutions impact experience

But why direct mail?

Let the data tell the story...

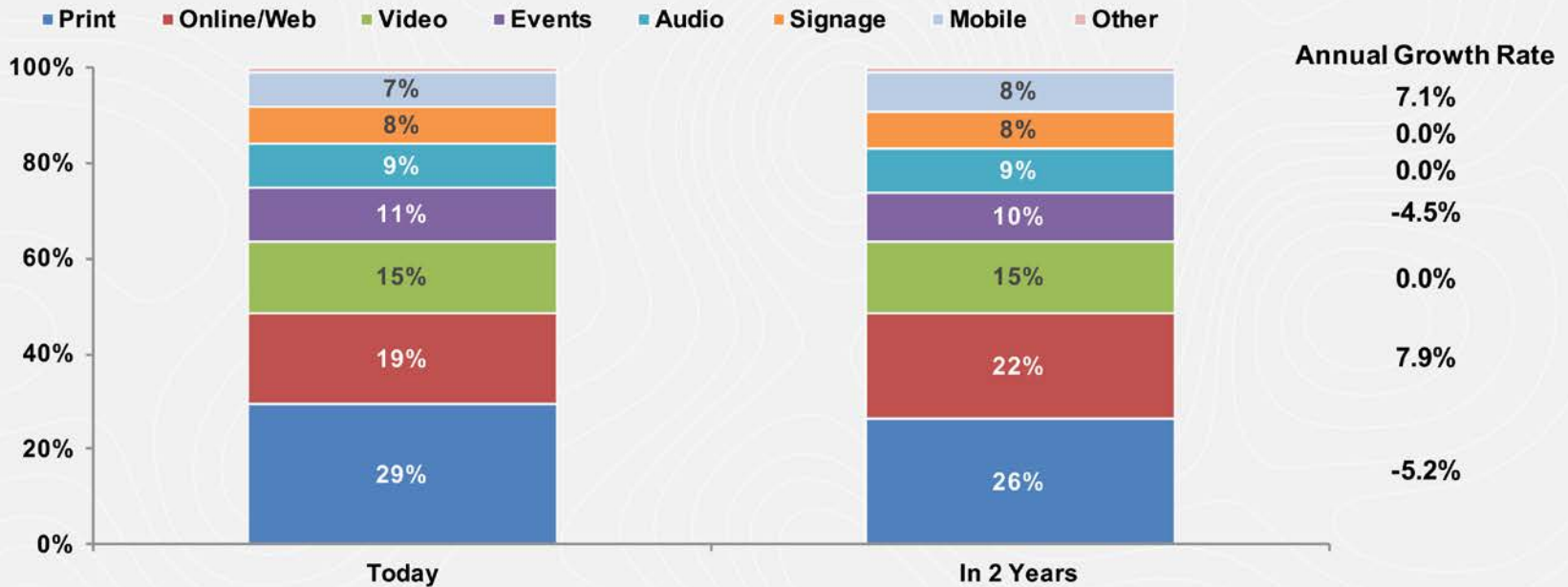
+ why direct mail?

- + The average person receives more than 2900 marketing messages a day¹**
- + Direct mail response rate is 5.1%²**
(compared to .6% email, .6% paid search, .2% online display, .4% social media)
- + Direct mail with digital ads yield 28% higher conversion rates³**
- + 92% of shoppers say they prefer direct mail for making purchasing decisions⁴**

¹Firesnap (www.firesnap.net), ²DMA Response Rate Report (thedma.org), ³Non Profit Pro (<http://www.nonprofitpro.com>),
⁴DMR Report (expandedramblings.com)

Print is Alive, But All Channels Thrive!

How is/will your company's total spending (be) distributed by the following communication types? (Means)



N = 749 Enterprise Respondents

Source: In Search of Business Opportunities: Finding the Right Prospects; Keypoint Intelligence – InfoTrends 2017

Case Study: Financial Service Organization

\$100 Million + in assets, located in northeast United States, 6-month metric

- + Re-built marketing strategy to include multi-channel distribution and leverage data for personalization (email, print, transpromo, web).**
 - » Loan balance increase: \$4.5M**
 - » Increased new product adoption by 20%**
 - » Total ROI: 850%**



Thank you!

John D. Mashia | IMS, Inc. | Leveraging The Power of Direct Mail in a Digital World