

Programmatic & Triggered Mail

Presented By:
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Today's Discussion

Understanding Programmatic and Triggered Mail

- What is it and how does it work
- Evolution of Postal Retargeting
- Future
- Market Landscape
- Use Cases
- Benefits for Nonprofits

Best Use Cases

- Combining digital intent with direct mail strategies

Q&A — Open Forum

But First, Who is Bruce Hammer?



Bruce Hammer
Vice President
Nonprofit Services
Path2Response

Bruce Hammer, Vice President, Nonprofit Services Direct Marketing Professional with over three decades of experience helping **Nonprofit Organizations** acquire new, high-value donors.

Who We Are and What We Do

- **Leveraging Data for Performance**
 - Path2Response is a data-driven company that specializes in creating highly targeted custom audiences for brands
 - We leverage machine learning and a massive database of both donation and browsing behavior data to deliver exceptional results
- **Pioneering Performance Driven Direct Mail**
 - Our innovative approach combines offline and online data to revolutionize direct mail marketing, offering a powerful tool for the paper industry to reach customers with precision
- **Proven Success and Stability**
 - We are a recognized leader in our field, with a strong track record of growth and client satisfaction
 - Our independent ownership, financial stability, and commitment to privacy compliance make us a great partner



Who We Serve

- **Nonprofit** — These accounts thrive on campaigns and single source pieces and are focused on increasing their donors
- **Direct to Consumer Brands** — Our streamlined, world-class model uses real-world offline and online data to power high-performing marketing campaigns
 - These include solo and subscription offers, typically with a postcard, a trifold piece, or an #10 or 6x9 package (letter, brochure, order form)
- **Retail/Catalog Clients** — Multichannel merchants who mail on a consistent schedule



Understanding Programmatic Triggered Mail Postal Retargeting Performance Driven Direct Mail

What is Programmatic and Triggered Mail?

Website to Mailbox: Targeted Outreach

- **Capture Website Visitors:** Track visitors to your website, both known supporters and anonymous browsers
- **Trigger a Mail Piece:** Automatically send a postcard or letter to those visitors within 24- 48 hours
- **Deliver a Personalized Message:** Remind them of your mission, highlight a specific program, or offer a special incentive to donate
- **Drive Conversions:** Bring those potential donors back to your website and encourage them to complete their donation

The Evolution of Postal Retargeting

- **Early Days (Pre-2000s):** Triggered direct mail existed, but it was basic, limited, and often manual.
- **Mid-2000s - 2010s:**
 - a. The rise of e-commerce and digital marketing led to better data collection.
 - b. CRM and marketing automation enabled more sophisticated email triggers.
 - c. Early postal retargeting emerged but was limited to known customers and lacked real-time capabilities.
- **Late 2010s - Present:**
 - a. Technology advancements enabled real-time data integration and anonymous visitor identification.
 - b. Personalization and multi-channel integration became key features.



What does the future of Postal Retargeting look like?

- **Increased AI and Machine Learning:** Expect more sophisticated targeting and personalization driven by AI and machine learning algorithms
- **Enhanced Tracking and Measurement:** Improved tracking technologies will provide deeper insights into the effectiveness of postal retargeting campaigns
- **Greater Integration with Offline Data:** Combining online and offline data will further refine targeting and personalize the customer experience



Turn Website Visitors into Donors

Benefits of Programmatic and Triggered Mail

- **Increased Engagement:** Reconnect with website visitors who have shown interest in your cause
- **Improved Conversion Rates:** Gently nudge potential donors towards making a contribution
- **Enhanced Donor Relationships:** Show your donors that you value their engagement and appreciate their support
- **Cost-Effective Solution:** Utilize simple, affordable mail formats like postcards to maximize your budget



Use Cases of Programmatic and Triggered Mail

Are You Part of the 36%?

36% INTEGRATE

36% of marketers **integrate retargeting and remarketing with direct mail.***

Postal retargeting is part of their strategy.

Integrate Digital +
Direct Mail



Engage Online, Reconnect via Mail

Integrating with Your Multichannel Strategy

Postal retargeting is a powerful tool on its own, but it becomes even more effective when integrated with your other marketing efforts. Use it to:

- **Supplement Email Campaigns:** Reach donors who may not be responsive to email.
- **Reinforce Social Media Ads:** Extend the reach of your social media campaigns with a tangible touchpoint.
- **Drive Traffic to Landing Pages:** Guide website visitors to specific donation pages or program information.
- **Easily Tracked:** QR codes, key codes and custom URLs to your website

Use Cases: Postal Retargeting Ignites Results

Accelerate donor acquisition

- Reach out to recent anonymous site visitors: Postal Retargeting is a unique and effective touchpoint within multichannel acquisition strategies

Enhance engagement with existing donors

- Active: increase retention, drive repeat transactions and LTV
- Lapsed: reactivate lapsed donors – a recent visit to a your website means they’re “raising their hands”





Questions?