# Every Door Direct Mail®

## At OneTouchPoint, we know converting prospects to customers is key.

Figuring out the best way to engage consumers and generate the highest ROI with your marketing dollars is complicated. With so many marketing channels to choose from including email, social media, digital ads, SEO, SEM, PPC ads, print, radio and TV, it can be easy to overlook a simple, yet very effective marketing channel—direct mail.

✓ 75% of millennials say direct mail makes them feel special or valued and 62% said they visited a store in the past month based on info they received in the mail. [1]

✓ 71% of baby boomers and Gen X'ers say mail feels more personal than digital communications. [1]

✓ 72% of Gen Zer's say they would be disappointed if they no longer received mail.[1]

## A turn-key solution to get your message to every household (and business) — fast and affordably.

EDDM® (Every Door Direct Mail) reaches every address in a defined geography allowing for simple, yet effective marketing of products or services with mass appeal. OneTouchPoint's EDDM® takes it a step further and simplifies the EDDM® process by enabling an end-to-end solution through a single point of contact, streamlining your operations and allowing you to focus on your core business.

✓ Easy-to-use advanced mapping tool to select mail routes & delivery date(s)

✓ Allow franchise owners to localize approved brand assets, select mail areas, order & pay — all without corporate marketing help

✓ One-stop-shop — we'll handle the print, payment, processing and delivery

✓ 1:1 support, including best practice guidance

[1] Source: USPS

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## Simple Onboarding:

Our quick-to-market timeframes enable you to get products in front of customers faster. By providing you with a simplified plan, you know exactly when your EDDM® module will be up and running.

### What's Included:

- ✓ Store profiles and information
- ✓ User setup & training
- ✓ Brand standards (colors, logos)
- ✓ Approved assets & templating
- ✓ Defined mail schedules and timing

## Advanced Features & Functionality:

With our advanced features and functionality, we make it easy for corporate brands or multi-unit locations to execute EDDM® campaigns all within one seamless online interface, so you can get quick, blanket direct mail campaigns to reach your localized audience with ease, increasing revenue-generating opportunities and your likelihood of reaching current and future customers.

### User Friendly:
Flexible access and easy to use navigation for end-users:

- ✓ Web enabled

- ✓ Seamless User-Friendly Interface
- ✓ Stored Location Profiles

## Templated Marketing Assets:

When it comes to your brand, we know how important it is to ensure consistency on a national scale, while allowing customization at the local level.

- ✓ Ensure locations stay on brand with templated, approved assets
- ✓ Flexible design, copy and offers using brand standards and locked down templates
- ✓ Customizable coupons, promotions, images, store information and more - as defined by corporate marketing

## Audience Targeting:

Our module allows for targeting at a macro-level to ensure your promotions are going to the right households and/or businesses.

- ✓ Exclude or include businesses and PO Boxes

- ✓ Integrated zip code carriers route mapping

- ✓ Integrated map to view, define, select/ deselect specific zip code carrier routes

- ✓ Downloadable map of mailing area

- ✓ Saveable/reusable mail areas and delivery overlay areas

- ✓ Downloadable table or zip carrier routes and counts ofs elected mail area

- ✓ Ability to overlay a delivery area so mail area stays within defined delivery boundaries

- ✓ Mail scheduling by zip carrier

- ✓ Ability to split up mail area into multiple mail drops

## Simple Program Execution:

As a full-service provider, we'll reduce your workload (and costs) and get EDDM campaigns quickly printed and distributed. You get order confirmation emails and access to your order history to help track program results.

## EDDM® at OneTouchPoint:

The world moves quickly. We know getting messages to your consumers as fast as possible is of the essence. Our turn-key solution is integrated with our print and mailing services, so that approved users can easily localize an asset, select mailing zones and schedule mail dates. OneTouchPoint then seamlessly handles the printing and distribution, ensuring that your information is in the hands of consumers as quickly as possible, helping convert prospects into sales and repeat customers.

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