

Direct Mail

Mobile

# Direct Mail and Mobile

## Why the Mobile Phone?

*-The ubiquity of the mobile phone now offers businesses an unrivaled channel to reach and build relationships with huge audiences.*

- \* They're always on.*
  - \* They're always at hand.*
  - \* They're always personal, rarely shared.*
- \* There are more mobile phones than all of the PC's, and televisions in the world...combined.*

**No other marketing medium can say any of these things, much less all three!**



**bizM3**<sup>™</sup>  
multi-channel mobile marketing

# Direct Mail and Mobile

## Why SMS Text Messaging?

- **4.1 billion** text messages are sent and received **every day** (in the US alone...)
  - This is **3 times** as many as in 2007
- **740 Billion** text messages sent in the first half of 2009
- **97%** of all SMS marketing messages are opened
- **95%** of those opened messages are read within **3 minutes**.



**bizM3**<sup>™</sup>  
multi-channel mobile marketing

SOURCE: CTIA and New York Times

 **UNITED STATES  
POSTAL SERVICE**<sup>®</sup>

# Direct Mail and Mobile

## Mobile Users > Desktop Internet Users Within 5 Years

Global Mobile vs. Desktop Internet User Projection, 2007 – 2015E



Morgan Stanley

Source: Morgan Stanley Research.

8

# Direct Mail and Mobile

## Why Mail?

- 90% of America goes to their mailbox every day
- 100% coverage of every business and residence
- Direct Mail carries the highest “Channel Acceptability” rating <sup>1</sup>
- Direct Mail directly influenced more consumers to purchase than any other channel (76%) <sup>1</sup>
- Direct Mail is the only channel where permission is not a requisite <sup>1</sup>
- Direct Mail is the most preferred method for companies to contact consumers ( 51%) <sup>2</sup>

1 - 2009 Channel Preference Study ExactTarget

2 - 2009 CMO Council Why Relevance Drives Response and Relationships



# Direct Mail and Mobile

## Mobile Short Codes



Money Mailer Shared Ad or One-to-One



In Store Promo



Consumer sends text to opt in  
Text **PIZZAJOE** to **686868**

Send Your Mobile Coupon  
Offer to Consumers



\*Offer is example only. Text messages to comply with MMA standards. Minimum mailing commitment required.

# Direct Mail and Mobile

## Text2Win, Text2Buy, and Mobile Coupons



Lucky **LIVE BUY IT**

LOVE IT. TEXT IT. BUY IT. NOW.

Getting what you want just got easier! Turn the page for all our fall favorites, then simply log on to [LiveBuyIt.com](http://LiveBuyIt.com) or send a text message from your mobile phone to purchase!

Lucky goes mobile!

Use for the "Text2Buy" icon to the product you want.

Then log on to [PayPal.com](http://PayPal.com) to "purchase" your item.

Put the product into the basket.

All successful orders will see our Fall Favorites, and confirm the order. A receipt will be emailed to you.

The item is shipped directly to your home address.

**PayPal**

Be there with PayPal. It's always easier to shop online with our mobile phone—be going, saving and getting paid. A few more reasons. You can buy things with digital money in your PayPal account, you can receive it with credit card. It's the easiest way you can get things done just by text. **Download! Scan! Pay!** [paypal.com/m](http://paypal.com/m) or email [paypal@paypal.com](mailto:paypal@paypal.com).



# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes

### What is it?

A Quick Response Code gives customers immediate access to event details, service reminders, website links, text messages and even phone applications, via their mobile phone.

### How does it work?

The recipient photographs the code printed on their mail piece with their mobile phone and the Quick Response application does the rest. If the code links to a website, their phone connects to it immediately – no need for your customer to type lengthy URLs into their web-browser.

### What do end users or their customers need to use it?

Customers will need to have a Quick Response Code reader installed on their mobile phone.

End users need the ability to create a Quick Response Code image.

### What are its benefits?

Because there's an unparalleled relationship between consumers and their mobile phones, the brand can benefit from this interaction using a Quick Response Code.

**RL-QR**

**HOW TO SHOP FROM YOUR PHONE**

VISIT  
M.RALPHLAUREN.COM  
ON YOUR PHONE'S BROWSER  
OR SCAN THE CODE ABOVE!

1. TEXT RLQR TO 33000 OR VISIT M.RALPHLAUREN.COM
2. DOWNLOAD THE READER TO YOUR PHONE
3. SCAN ANY RL-QR CODE TO SHOP INSTANTLY

STANDARD RATES APPLY

OFFICIAL SPONSOR OF THE US OPEN

# POLO

RALPH LAUREN

INTRODUCING A NEW ERA IN MOBILE TECHNOLOGY

RALPH LAUREN PRESENTS SHOPPING RIGHT FROM YOUR PHONE VISIT M.RALPHLAUREN.COM OR SCAN OUR RLQR CODE TO SHOP THE US OPEN COLLECTIONS, READ RL MAGAZINE STORIES AND WATCH RLTV VIDEOS

**WIN A DELL MINI 9 INSPIRON**

**FREE ENTRY 5 TO WIN.**

**ENTER NOW**

GO ONLINE: [www.LetterInMail.com](http://www.LetterInMail.com)

OR VIA MOBILE:  
Scan the QR code with your mobile to enter

SEARCH FOR THE QR CODE ON THE FRONT OF THE MAIL PIECE TO ENTER



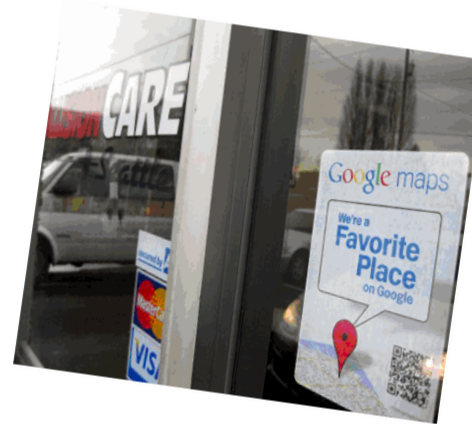
# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes



# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes



# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes

### How to create a QR Code:

- Many different free online QR Code Generators
- <http://qrcode.kaywa.com/>

The screenshot displays the 'QR-Code Generator' website within a Windows Internet Explorer browser window. The browser's address bar shows the URL 'http://qrcode.kaywa.com/'. The website's header includes the Kaywa logo and navigation links such as 'KAYWA READER', 'FEED2MOBILE', 'DATAMATRIX GENERATOR', 'NEW! DOKODARE', 'PHOTO', and 'LENDORFF KAYWA'. A promotional graphic on the right asks 'GOT A QR CODE READER?' and offers a 'DOWNLOAD KAYWA READER' button. The main content area is titled 'QR-CODE GENERATOR' and features a large empty box on the left for the generated QR code. On the right, there are input fields for 'Content type' (with radio buttons for URL, Text, Phone Number, and SMS), 'Content:', 'URL:' (pre-filled with 'http://'), and 'Size:' (set to 'L'). A 'Generate!' button is located below these fields. At the bottom of the page, there is a footer with 'Version: 1.00 BETA | Non-Commercial Use Only', 'KAYWA // TECHNOPARKSTRASSE 1 // 8005 ZUERICH // SWITZERLAND // SUPPORT', and an 'ADVERTISEMENT' section. The advertisement shows a QR code and the number '450000'. The Windows taskbar at the bottom shows the Start button, several application icons, and the taskbar title 'Microsoft PowerPoint - [...]' and 'QR-Code Generator - ...'. The system tray on the right shows the Internet icon, a 100% zoom level, and the time '1:23 PM'.

# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes

### Finding a reader for your Smartphone

- [http://web.scanlife.com/us\\_en](http://web.scanlife.com/us_en)
- *Always, always, always* include a byline like the one below
- **Need a Reader for your Smartphone?**
- **Text SCAN**
- **To 43588**
- **Receive a Text Message to download your Free 2D Barcode Reader**

# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes

### Drawbacks of QR Codes

- Limited reach
- Not well known
- No universal application

### Benefits of a QR Code

- Massive Extended content
- Unique appeal
- Cross media friendly

### Text Message and JagTags

- Universally available
- Dependent on data plan
- Can go Viral easy

# Direct Mail and Mobile

## Direct Mail and QR(Quick Response) Barcodes



- The campaign is intended to make use of DVR devices like TIVO® which allows one to freeze the commercial so they may scan the code. Once scanned, fans gain access to a video clip that can only be accessed through the code on mobile devices
- "If you take a 30 second commercial and add a 2D barcode to it, you are effectively extending your time with your audience. For now, it's a clever way to make the commercial last longer." Phillip Warbasse, Warbasse Design

# Direct Mail and Mobile

## Pedigree Text To Win Direct mail Campaign



**Goal:** To Promote Pedigree Complete for Small Dogs to existing Pedigree owners

**Solution:** Pedigree delivered 300K direct mail pieces nationwide to targeted Pedigree customers that included information about the Product and 30% off coupons valid for 3 months. Pedigree also wanted to encourage customer interaction and so a Text To Win promotion was added giving the recipient a chance to win a year's supply of dog food and one of three digital cameras by texting **SMALLDOG to 82222** (low profile)

Those that participated were sent texts over the remaining campaign period reminding them to use the coupons and enter the competition

**Results:** 632 texts messages were received the first day of the Campaign and in the first four weeks **6,655 unique** were sent. Texts continued to be received on a daily basis

# Direct Mail and Mobile

## Lane Bryant Mobile Coupon Campaign



Saving is only  
a text away!

Exclusive coupons sent directly to your cell phone. Plus, be the first to hear about new fashion arrivals and special store events in your area. To sign up for Lane Bryant MSG ME, simply text LBTXT to 50799.

This is a text service from Lane Bryant. Please check your carrier agreement for details. Standard text message rates may apply.

LANE BRYANT

3344 Morse Crossing, Columbus, OH 43216

Postmaster, please deliver July 26, 29 or 30, 2008 A1



**Goal:** Lane Bryant was looking for a different yet effective way to reach customers and to ensure that its brand was always top of mind

**Solution:** In approx. 5 weeks, a complete solution was created for Lane Bryant, including micro-site development to facilitate express consent, and IVR opt-in channel, a short code for mobile opt-in, message creation, bank-end support and database development.

The LB MSG ME! Participants were sent bi-monthly text message offers, after initial double opt-in process, with a coupon code in the body of the text message ready for redemption at checkout, either in store or online.

Lane Bryant advertised their SMS option in their direct mail and email programs, as well as in store.

**Results:** Pilot program lasted July-October 2008, and was used to measure and determine the effectiveness of an ongoing mobile program extending through 2009.

**The initial launch generated over 15,000 subscribers in the test period and a 16% response to the mobile offer.**



# Direct Mail and Mobile

- Provides the introduction you need for mobile marketing
- Multiple mailing formats with varying costs to fit any budget
- Easily integrated with other media
- High level of segmentation and targeting
- Least intrusive media
- Free resources to get you started

# Direct Mail and Mobile

Thank You

Kendall T. Stahl  
Mailing Solutions Specialist  
[Kendall.t.stahl@usps.gov](mailto:Kendall.t.stahl@usps.gov)