

baesman:

Direct Mail Audit

Maximize Direct Mail ROI to Get the Most Out of *Your Campaigns*

Our expert team at Baesman will provide actionable insights and recommendations to help you save costs, reduce time, enhance messaging, and leverage USPS promotions. Here's how our audit works:



USPS Promotions Program Audit

- Assess whether your campaigns qualify for current USPS promotion programs.
- Identify and recommend relevant promotional programs and/or modifications that would make campaigns eligible for significant savings through USPS promotions.

Size, Weight, and Format Analysis

- Ensure your piece is the ideal size and weight to minimize postage and production costs while being compliant with USPS regulations.

Postage Efficiency Assessment

- Evaluate the number of versions.
- Analyze your data with our postal software.

Speed-to-Market Optimization

- Assess your production schedule to ensure the quickest turnaround times.
- Advise strategies to get into the market quicker and reach customers at the right time.

Personalization Review

- Provide recommendations for personalization beyond the mail panel and identify opportunities to incorporate:
 - Variable full-color images and text
 - Personalized offers
 - Location-specific/maps
 - Demographic images/text
 - Rewards information
 - And more...



3 out of 4

consumers are more likely to buy from you if you know their name AND recommend products based on their past purchase history.

Source: Accenture

Why Baesman Group?

Our approach is designed to help you get the most out of your direct mail campaigns. We'll ensure your marketing dollars are spent efficiently, time to market decreases, and advise on strategies to personalize your direct mail at scale. Discover how Baesman's Direct Mail Audit can transform your direct mail campaigns into powerful growth and customer engagement tools.

Reach out to us today at getpersonal@baesman.com





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