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# Business **2** Business

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## Five Trends Shaping Direct Mail

Direct mail keeps evolving, increasing opportunities to achieve effectiveness with the latest leading technologies. Below are the top five trends we've identified.

### Hyper-Personalization

Advances in data analytics allow for the creation of highly targeted campaigns that speak directly to recipients. Personalize your campaigns using details like past purchases, geographic data, or recent interactions to increase engagement and response rates.

### Seamless Digital Integration

The line between physical and digital marketing continues to blur with new advancements in digital direct mail tools. Incorporating QR codes, personalized URLs, and augmented reality (AR) into direct mail allows you to build a seamless

transition between online and offline, enhancing customer engagement, guiding recipients to personalized offers or microsites, and creating a more holistic marketing experience.

### Sustainability Focus

Environmental consciousness is driving the use of recycled materials, biodegradable inks, and sustainable production methods. In 2025, sustainability extends beyond materials to embrace a full life cycle approach, reducing waste with smaller print runs, lighter formats, and eco-friendly packaging.

### Advanced Analytics & Tracking

With improved delivery tracking and analytics, your campaigns are more measurable than ever. Track open rates and engagement, optimizing your campaigns

for better performance. These insights lead to more informed decisions and continuous improvements in each subsequent project.

### Omnichannel Integration

Direct mail is now an integral part of omnichannel strategies, working seamlessly with email, social media and mobile platforms. This unified approach reinforces messaging across multiple touchpoints and increases the likelihood of engagement and conversion.



## Re-Engage Inactive Customers to Enhance Your Outreach Efforts

For businesses seeking to turn past buyers into active, loyal customers once again, a well-crafted strategy can make all the difference. These guidelines can help you effectively identify and re-engage those customers who may have dropped from your list/s.

### Identify Who the Customers Are

Analyze your customer data to identify individuals who have not interacted with your brand. Review their purchase history, engagement frequency, and the length of their inactivity. Understanding how long they've been inactive and recognizing any trends in their past behavior can help tailor your approach.

### Use Compelling Offers

Once you've identified the lapsed customers, consider catching their attention with hard-to-resist offers. Send out direct mail pieces that include innovations or improvements to products

since the customer's last interaction, as well as limited time offers or access that create a sense of urgency.

Sometimes a simple "We Miss You" message with a discount or freebie can show appreciation and re-engage interest. Pair these direct mail campaigns with the use of other channels like social media, and even phone calls to reach your customers where they are most active.

### Personalization is Key

Utilize the data you've gathered to tailor your re-engagement mailings to each recipient's specific needs or interests. If a customer previously purchased certain products, offer them related new items or upgrades. Personalizing your message ensures that it resonates with that customer, making it more likely to prompt action.

### Request Feedback

Include a brief survey in your email or direct mail to gain insights into the customer's reasons for disengagement. This effort demonstrates that you value their opinion, and helps you identify areas for improvement. Addressing their concerns can lead to more effective strategies and a better customer experience.

### Monitor and Adjust

By using data-driven insights and compelling outreach strategies, you can turn lost connections into renewed relationships. Continue to review the data and track performance to adjust your approach as needed.



# Perforated Window Graphics

Where Style Meets Functionality



Perforated window graphics are a powerful, versatile solution for businesses looking to increase their aesthetic appeal with functional signage. They are an innovative way to advertise your message while providing privacy and controlling the light and heat that passes through windows.

## Dual-Purpose Design

The greatest advantage of perforated window graphics is their clever two-in-one design. From the exterior, your customers just see interesting, eye-catching images or branded designs, while inside they will enjoy easy visibility and an abundance of natural light. Perforated graphics maximize your visual space without impacting your business' lighting.

## Flexible & Customizable

Perforated window graphics offer a flexible, customizable solution for impactful advertising and branding. They transform windows into large-format billboards, delivering your business messaging without

sacrificing aesthetics. The high-resolution, attention-grabbing color prints are a cost-effective alternative to traditional signage. Customizable perforation patterns and sizes allow you to select the ideal balance between graphic density and transparency, ensuring the perfect fit for any window and enhancing your brand's visual presence.

## A Cost-Effective Marketing Solution

When compared to traditional advertising methods, perforated window graphics are an economical marketing tool. They are an initial investment that delivers again and again, eliminating recurring costs typically associated with other advertising campaigns. A single installation can generate millions of impressions over several years, providing an impressive return on your investment. Their cost-effectiveness, combined with visual impact, makes perforated window graphics a smart choice for businesses of all sizes.

## Did you know?

Car graphics and wraps give your organization exposure to thousands of drivers, all of whom could be potential customers. This is the kind of marketing reach that's cost prohibitive when compared against broadcast or digital media impressions. For a polished appearance, look to us for help!

Our state-of-the-art digital printing technology, combined with superior inks and vinyl products, delivers the professional-grade finish you want and expect. Whether it's one vehicle or an entire fleet, your brand is in expert hands. Our precision-cutting and application process ensures a customized wrap for your vehicle, be it a car, van, bus, or literally anything on wheels. Drive your message home with our quality car graphics.



## GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

 **marketing tango.**  
THE RHYTHM OF INTEGRATED MARKETING

## INSIDE

### Perforated Window Graphics

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## 7 Clever Direct Mail Envelope Ideas to Boost Open Rates

Ensuring your mailer stands out in the physical mailbox is more important than ever. Here are seven innovative ideas to make your direct mail envelope irresistible to recipients.

1. **Include Interactive Tear Strips** – make opening fun and easy with perforated edges or peel strips.
2. **Back Panel Messaging** – take advantage of the back of the envelope, where 97% of recipients look first.
3. **Oversized Envelopes** – go big to stand out in the stack and boost open rates.
4. **Window Envelopes** – tease content with strategically placed windows.
5. **Personalized Variable** – create a personal connection by printing recipient-specific information on the envelope.
6. **Bold Colors & Designs Choices** – replace plain white with eye-catching visuals or text.
7. **Intriguing Shapes** – use die-cut designs or unusual envelope shapes (within postal regulations).

Remember, the envelope is your first impression – make it count!

## Brand Your Walls With Style



Elevate your interior walls with stunning graphics that reflect your brand story.



Make your business memorable when you partner with PIP.

# WeDo