

**DM**

Volume 5

# INNOVATIONS

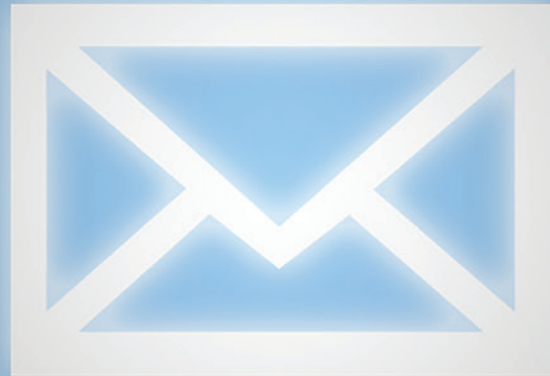
innovative and integrated marketing

**INSIDE:**

**VDP & the Age  
of Data-driven  
Marketing**

**Strategic  
Marketing  
Services**

**Print in Today's  
Marketing Mix**



**POLARIS**  
D I R E C T <sup>SM</sup>

[www.polarisdirect.net](http://www.polarisdirect.net)

A trusted resource for all your  
direct marketing solutions

# TESTIMONIALS

## Fast Answers

"There is no red tape or bureaucracy at Polaris. I get a prompt response and answers to any questions that arise during the course of my day."

— Production Manager,  
Advertising Agency

## Innovative Experts

"Polaris Direct is the shop that has it all: experts in all areas, responsive customer service reps who pay attention to every project, innovative and thoughtful approaches to solving problems, and people with integrity. It is a pleasure to do business with Polaris."

— President,  
Direct Marketing Agency

## A True Partner

"Polaris understands the need for maintaining an edge in the ever-changing world of direct marketing. Their ability to consistently provide meaningful solutions has made them one of our most valued suppliers."

— Senior VP of Marketing,  
Fortune 500 Consumer  
Products Company

# GREEN IS GOOD

**65.4%**

**of paper  
consumed in  
the U.S. was  
recovered for  
recycling in  
2014—up from  
57% in 2008\***

**RECYCLE  
PLEASE**  
recycleplease.org



As part of our ongoing commitment to being environmentally conscious, Polaris Direct has taken the **Direct Marketing Association's (DMA) Green 15 Pledge**, which sets a standard for environmental best practices in the direct marketing industry and tracks the level of compliance of "green" manufacturing initiatives.

As part of the Pledge, we've taken significant steps to improve the efficiency of our office and production floor, implementing comprehensive recycling programs, using energy-efficient equipment, and reducing energy usage via motion-activated lighting and heat redistribution.

Through our partnerships, we have also received the **Forest Stewardship Council** and **Rain Forest Alliance** certifications. While FSC certification ensures that products come from responsibly managed forests, the Rainforest Alliance seal indicates that product ingredients originate from, or contain ingredients sourced from, farms that are managed according to rigorous environmental, social, and economic criteria.

*\*Source: American Forest & Paper Association*

# WOMEN-OWNED

Polaris Direct has been a certified member of the **Women's Business Enterprise National Council (WBENC)** since 2004. Not only does certification fulfill many corporate diversity initiatives for our customers, our status as a women-owned company also represents our diverse way of *thinking* as we seek to find creative solutions to all our clients' challenges.

In addition to serving on The Forum for the WBENC, we are also active members of our regional WBENC chapter—the **Center for Women & Enterprise (CWE)**—and are the proud recipients of the *2013 WBE Star Award*.



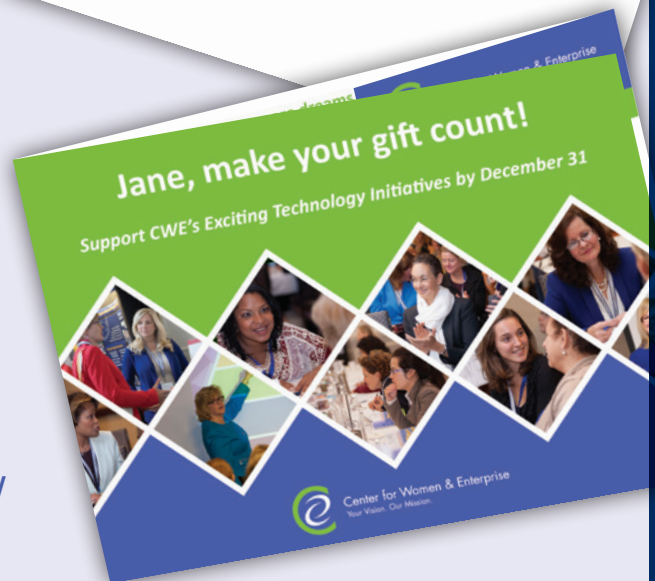
Throughout the years, DiversityBusiness.com has consistently ranked Polaris Direct as one of the top women-owned, diversity-owned, and privately held businesses in the U.S., as well as one of the top privately held businesses in New Hampshire.

## CASE STUDY

**Challenge:** CWE, a nationally known nonprofit, needed a new way to reach their donor base. Direct mail had previously been an unsuccessful fundraising channel for the nonprofit, and they needed a proven means of increasing response.

**Solution:** Knowing that personalized mail outperforms static mail, our Strategic Marketing Services team recommended a highly personalized self-mailer, utilizing our four-color, variable data printing (VDP) technology. Rather than an envelope package, we designed a three-panel, 8 1/2" x 6" self-mailer that was highly personalized throughout, and yielded an impressive \$212 Average Gift and a healthy Response Rate of 4.3%.

Find more case studies at:  
[www.polarisdirect.net/why-polaris/case-studies/](http://www.polarisdirect.net/why-polaris/case-studies/)



# VDP & THE AGE OF DATA-DRIVEN MARKETING

As people, we are programmed to respond to our names. When someone casually drops it in the middle of a conversation, we immediately feel like the person knows us and is listening to what we are saying.

The same is true in marketing. When we personalize our efforts—writing “Dear Jane,” instead of “Dear Friend,” or sending offers based on previous purchases—we establish a sense of familiarity with the recipient and increase the likelihood of a response.

In fact, **86% of consumers say personalization has at least some impact on what they purchase**, and 25% say that personalization *significantly influences* what they purchase.\*

Given that, it has never been more important for marketers to deliver individualized, one-to-one experiences. The “spray-and-pray” methods of yesteryear simply don’t cut it. Due to a barrage of personalized internet ads, emails, and social media campaigns, customers and prospects have become accustomed to real-time personalization—and to remain relevant, direct mail must provide that same level of personalization.

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**At Polaris Direct, we help our clients enhance and improve the value of direct mail by using data points to incorporate variable:**

- ★ Copy
  - ★ Images
  - ★ Offers
  - ★ Color
- 

Enter four-color VDP inkjet. Through innovative white paper technology (white paper goes in, full-color pages come out), printing and personalization is done in one step, which increases speed to market and eliminates costly plate changes, storage and handling of pre-printed forms, and any waste from spoilage.

Perhaps most important, **every single piece of mail can be customized with variable client information.** Traditional versioning is replaced by a set of business logic that drives personalization. With this unlimited “versioning,”

no two pieces of mail must look the same.

By implementing customer data like name, geographic location, demographics, and buying habits into print communications, marketers are able to send relevant, timely offers every time. **The result? Higher response rates and greater ROI.**

*To deliver truly unique customer experiences through personalization, data must drive strategy. For more on our data-driven strategies, see pages 10-11.*



\*Source: Infosys, Rethinking Retail

# DATA SECURITY

As the demand for variable data personalization increases, so does the need for data security—and in a world where data breaches happen on a daily basis, we don't leave the protection of your data to chance.

At Polaris Direct, **all client data is considered confidential**, and we're dedicated to safeguarding it 24/7, 365 days a year. As part of this commitment, we continue to train all new employees—at all levels—on proper protection of your confidential data.

Polaris Direct has earned **ISO 27001** certification for Data Management and Security since 2012. Through the certification process, we have taken extensive steps and met rigorous requirements to ensure data is secure—including sensitive financial and personal information.

We are also compliant with **HIPAA**, the Health Insurance Portability and Accountability Act, which sets the standard for protecting sensitive patient data, once again training our staff to ensure that information is protected.



**HIPAA**  
COMPLIANT

Whatever your data security needs, we can help. Call today.



# OUR SERVICES A FULL RANGE OF SERVICES



## Strategic Marketing Services

A bundled solution, our Strategic Marketing Services team provides a value-added consultancy centered around data strategy and the effective use of data to improve campaign ROI.

- ◆ Digital workflow
- ◆ Platform for content and campaign management
- ◆ Data hygiene, predictive modeling, and customer profiling
- ◆ Multi-channel campaign tracking/analysis
- ◆ Graphic design/creative services
- ◆ Copywriting and editing



## Pre-production Planning & Format Design

At Polaris Direct, thorough pre-production planning is a vital step. It ensures that project details are not overlooked and every possible cost-saving option is considered.

- ◆ Creative consultation
- ◆ Mock-ups with paper stock options (as needed)
- ◆ Budget review including postal costs
- ◆ Production scheduling
- ◆ Postal efficiency planning
- ◆ Logistics planning for USPS drop ship discounts
- ◆ Security requirement compliance for sensitive mail projects



## Data Processing

We utilize the latest GMC and BCC software for accurate, high-speed processing of customer files. We accept data in many media formats, as well as through our secure FTP site. Our data processing expertise includes:

- ◆ Letter text setup with variable data programming
- ◆ Mailing list hygiene
- ◆ NCOA processing
- ◆ CASS certification and presorting
- ◆ Custom programming/online proofing
- ◆ ISO 27001 certified and HIPAA-compliant



## Forms & Commercial Printing

Polaris Direct specializes in high-volume printing and has the experience and equipment to handle even the largest print runs.

- ◆ Fully digital front end with state-of-the-art CTP system
- ◆ Presses operating 24/7
- ◆ Paper, PDF, or web proofing within 24 hours
- ◆ Up to 10-color printing with interstation UV drying
- ◆ Cylinder sizes: 14", 17", 22", and 28"
- ◆ Roll-to-roll, roll-to-sheet, and roll-to-fanfold
- ◆ Pattern perfining, die-cutting, punching, and slitting

# TO COVER ALL YOUR DIRECT MARKETING NEEDS



## Inkjet & Laser Personalization

Our high-volume continuous inkjet and laser imaging devices provide the necessary flexibility to meet the precise needs of your project.

- ◆ High-volume, four-color variable data inkjet printing (VDP)
- ◆ Flexible, high resolution inkjet systems with color capability
- ◆ Simplex/duplex imaging
- ◆ Coated and uncoated stocks
- ◆ MICR encoding
- ◆ Roll-to-roll production for optimal output



## Lettershop/Bindery

Highly skilled lettershop technicians and the latest, most innovative equipment ensure high efficiency, fast turnaround, and on-budget results.

- ◆ Roll-to-fold processing using Bowe cutters and MBO folders
- ◆ High-speed FlowMaster and Pinnacle inserters
- ◆ Automated match mailing
- ◆ Card affixing
- ◆ Inline gluing, wafer sealing, Label-Aire and live stamp affixing
- ◆ Die cutting
- ◆ Daily production status reporting



## Mailing Services

We improve logistical planning to guarantee your mailings hit the mail stream faster and at the best rate.

- ◆ Seamless Acceptance
- ◆ NDC/SCF destination delivery coordination
- ◆ eInduction
- ◆ Reporting systems for both Drop Ship delivery verification and IMb in-home mail piece tracking
- ◆ Commingling
- ◆ Co-palletization
- ◆ Complete postal reconciliation and reporting



**Capacity to mail over 1.5 million pieces daily**

Download our Equipment List at [www.polarisdirect.net/resources/equipment-list](http://www.polarisdirect.net/resources/equipment-list)

# POSTAL OPTIMIZATION

Polaris Direct is committed to providing our clients with options for reducing mail costs, including commingling, drop shipping, & co-palletization.

## Seamless Acceptance

At Polaris Direct, we employ Seamless Acceptance, a USPS program designed to streamline mail processing. Through this technology, a postal clerk can electronically verify that a mailing was prepared correctly. As a result of this automated process, mail makes its way into the stream faster.

## eInduction

Through eInduction, hard copy forms and clearance documents used for drop shipments are replaced with electronic documentation, thus reducing paperwork. This provides mailers with more reliable and timely information about induction of their pallets into the mail stream.

## NDC/SCF destination delivery coordination

By preparing mailings to bypass certain processing steps, direct marketers can reduce mailing costs. With drop shipping, Polaris Direct coordinates the delivery of mailings to postal facilities closer to their end destinations. The further downstream mail is entered into the USPS system, the fewer times the USPS has to handle the mail, which results in greater postage discounts.

## Co-palletization

In the co-palletization process, full trays of commingled mail—presorted mail from multiple non-identical mailings—are combined on the same pallet to obtain drop ship and deeper entry point discounts. Not only does co-palletization offer postage discounts, it also improves delivery reliability.

## Commingling

Commingling services are provided through **Firebird Presort**, our partner in postal optimization. Commingling combines mail from a variety of customers, which is then presorted together to achieve the optimal postage discount. By doing this, mailers avoid paying higher postage rates on pieces that fall below the minimum quantities required for drop ship discounts.

*For a complete list of our mailing services, see pages 6-7.*



**In 2013, Polaris partnered with Firebird Presort, a commingling company whose primary focus is reducing postal expense while providing world class service. Currently, Polaris and Firebird offer commingling services for Standard Mail.**



# THE ROLE OF PRINT IN TODAY'S MARKETING MIX

In today's world, such champions of marketing as email, mobile, and social media campaigns cannot be overlooked, but **tried-and-true direct mail is still a major player** in the multi-channel arena. As new marketing channels emerge, so do new opportunities for print and direct mail.

In recent years, direct mail has experienced a comeback, revitalized in part by the same technology that was predicted to kill it.

But don't just take our word for it. Study after study has proven the continued merits of direct mail as part of a multi-channel approach:

- **It is easier to comprehend.** According to two separate studies, one commissioned by the Royal Mail UK and the other by Two Sides North America, the brain retains information better when it's printed than when it's presented on a screen. Because printed material has a meaning and a place, our minds have a stronger physical reaction to it, which "leaves a greater footprint" on the brain. Not only that, consumers pay more attention to printed advertisements than they do online ads—48% pay more attention to advertising when reading leaflets received by mail.
- **That said, it's a joint effort.** On its own, direct mail **enjoys a mean response rate of 3.7%** while email hovers at 0.1%. When the two are used in tandem with web and mobile, however, the combination yields a 45% increase in response rate. By providing customers with multiple opportunities (and reminders) across channels, the likelihood of a response increases.

- **It provides a bridge between the online and offline world.** Variable data printing has the unique ability to connect the online and offline world, by way of drive-to-web technologies like PURLs, QR codes, Augmented Reality, and Near Field Communication. Through IMb-tracking and in-home mail dates, we are also able to trigger perfectly timed follow-up campaigns across channels.

With all of this in mind, we encourage a print-first marketing approach, working with our clients to create seamless customer experiences across all channels, including strategic email campaigns, social media efforts, and more.

A multi-channel approach gives you the ability to interact and engage with your customer base wherever they are—and on whichever channel they prefer. **With 78% of households reading their advertising mail**, don't overlook direct mail as an opportunity to drive cross-channel engagement.

*Sources: Millward Brown, Using Neuroscience to Understand the Role of Direct Mail; Two Sides North America, Reading from Paper or Reading from Screens. What do Consumers Prefer?; 2015 DMA Response Rate Report; 2014 USPS Household Diary Study*

**44%**  
of marketers use  
**3+ channels**  
per campaign



# STRATEGIC MARKETING

***A combination of talent, technology, and services able to measure the customer experience.***

If personalization is the car, data is the engine. It may not be much to look at, and it may require maintenance from time to time, but the bigger and better the engine, the faster and smoother your car will run.

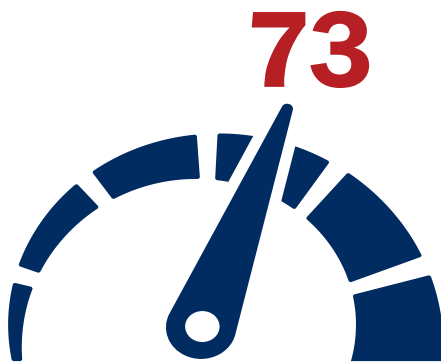
With data coming from all different directions and channels at seemingly lightning speeds, it's easy to get overwhelmed. But effective personalization must start with insights and an understanding of how to make all that data actionable.

**That's where our Strategic Marketing Services team comes in.** Through detailed analytics, we can help you gain a better understanding and view of your customer base to drive smarter strategy and increase marketing effectiveness across all channels.

Using a fully integrated digital workflow, we help simplify content and campaign management for your VDP inkjet campaigns, ensuring that you send exactly the right message to exactly the right person—every time—regardless of the channel.

Among other things, complexity of our data-driven services varies based on goals, available data, and cost considerations. To guide selection of target audiences for personalization, we support data strategies through:

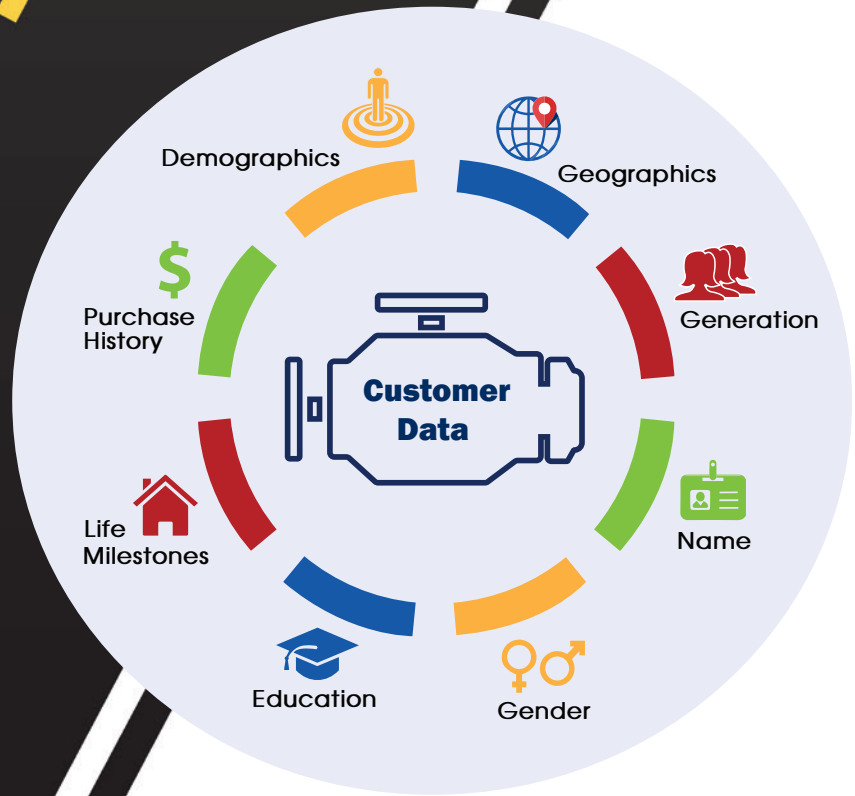
- Predictive modeling
- Customer profiling
- Data analysis
  - Mail file data hygiene, including merge/purge & de-duping
  - Campaign results analysis, including ROI and Response Rate reporting



**Nearly 73% of U.S. marketers & service providers remain confident in data-driven marketing & its prospect for growth**

Source: DMA & Winterberry Group, *Current Economic Trends in Data-Driven Marketing*

# SERVICES



Coupled with powerful copywriting and design, data-driven personalization in direct mail marketing is a combination that can't be beat. No matter what you are looking for, we approach every project with a full understanding of how each piece fits together to drive higher results. At Polaris Direct, our offerings are tailored to fit *your* needs.



For more information about Strategic Marketing Services, visit [www.polarisdirect.net/services/strategic-marketing-services](http://www.polarisdirect.net/services/strategic-marketing-services) or call 603.626.5800 today to discuss how our team can help with all your direct marketing needs.

# Insights

## Looking for more direct marketing insights?

We've got you covered. Visit our Insights page at [www.polarisdirect.net/insights](http://www.polarisdirect.net/insights) for industry knowledge, creative trends, and the latest technologies.



An industry leader, Polaris Direct is your one-stop shop for direct marketing solutions.

With a team of innovative thinkers and experienced, results-driven marketing professionals, you can count on us for stunning quality, on-time, on-budget work, and a high level of personalized service.

To learn more, visit: [www.polarisdirect.net](http://www.polarisdirect.net) or call: **603.626.5800**

