

**DM**

Volume 6

# INNOVATIONS

innovative and integrated marketing

DIGITAL AND PRINT COMBINED CAN  
**SUPERCHARGE YOUR  
MARKETING EFFORTS**

ASK THE  
**INKJET EXPERT**

YOUR VARIABLE DATA INKJET  
QUESTIONS ANSWERED

TARGET

strategy

PLUS:  
**DATA  
SECURITY**

KEEPING YOUR DATA SAFE



**POLARIS**  
DIRECT<sup>SM</sup>

# INKJET

## TECHNOLOGY EXPERT

### JOHN STRAND



*Four-color variable data inkjet printing (VDP) has transformed the direct mail industry—but marketers still have a lot of questions. Here, our GM of Personalization Services John Strand answers some of those FAQs.*

### What are the advantages of VDP inkjet?

The best way to earn higher response rates is through personalized, relevant mail—and high-speed **variable data inkjet gives us that opportunity**. With inkjet, we are able to target a piece of mail to a specific recipient, then target the next recipient using a different creative scheme, offer, and message. **Millions of pieces can be produced in the same print run, each uniquely personalized**. Plus, because printing and personalization is done at the same time, waste is reduced and the need for pre-ordering forms is eliminated.

### What do I need to know about setting up my data file for VDP?

With VDP, content is data-driven, so a successful campaign always starts with clean, reliable data. If your data isn't correct or consistent, the output won't be either—but the good news is that our data processing team can help with the data hygiene.

### How do you manage all of my creative assets?

The best strategy is to use one centralized platform. For us, that platform is **Messagepoint**. By storing digital assets like templates and touchpoints in one location, our customers can easily maintain consistency in cross-channel messaging. This software also gives customers the ability to log in to a portal to approve proofs, replacing the need for PDF proofs. With expanded control, customers also have the option to revise content such as text or images, then approve and deliver content to production without involving data processing resources.



*“Polaris is an excellent resource for print, personalization, and lettershop services. Quality is consistently good, and the staff pays close attention to the details. We enjoy doing business with Polaris because they understand the impact of technology and the need to adapt. Overall, we give Polaris an A+.”*

*—President, Direct Marketing Agency*



## **What advice would you give first-time inkjet users?**

Involve us as early as possible. Inkjet systems vary, and we know how to harness the power of our inkjet workflow to get you the best results.

## **What should I consider when choosing a paper stock for inkjet?**

As with any print campaign, it's crucial that you understand how your paper choice will impact the end product. The same exact artwork printed on two different paper stocks can—and likely will—yield very different results. With that in mind, should you choose a coated or uncoated stock? Gloss or matte? What about finishing—what needs to happen to the piece after it's printed and

how will your paper impact that process? Your service provider can help guide you to the right stock.

## **How do you ensure that my brand colors are accurately reproduced?**

Once we've worked with customers to produce a match to their branded colors, we then need to ensure consistent reproduction of color in subsequent print runs. To do that, the approved color will be “locked in” through the use of paper profiles, total area coverage (TAC) of ink, paper stocks, printer settings, etc. This gives us an automated, repeatable process for handling color and images. Throughout production, print charts and approved proofs are measured with tools like a spectrophotometer to verify color and quality.

**Our high-speed continuous form inkjet press - the Truepress Jet520ZZ - runs at speeds of up to 722 feet per minute, which increases speed-to-market and shortens cycle time.**

**The Truepress also has the ability to produce up to 720 dpi and offers high quality images on a wide range of stocks.**





# POSTAL OPTIMIZATION

*Let's face it. Postage costs still make up the bulk of your direct mail budget—which is why we offer a variety of postal optimization services to help you keep costs down, even if rates increase.*

## Seamless Acceptance

At Polaris Direct, we are among a select number of lettershops that utilize Seamless Acceptance, a USPS program designed to streamline mail processing. Because the process is automated, mail makes its way into the stream—and therefore, into homes—faster.

## eInduction

Through eInduction, electronic documentation replaces hard copy forms and clearance documents for drop shipments. This simplifies mail preparation, improves accuracy, and reduces delays, errors, and the possibility of shipment rejection by an entry facility—all of which increases the likelihood of seamless induction and on-time delivery.

## NDC/SCF destination delivery coordination

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 postal service has to handle the mail, which results in greater postage discounts.

## Co-palletization

In co-palletization, 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

Available for USPS Marketing Mail (formerly Standard Mail), commingling services are provided through our partners in postal optimization, **Firebird Presort**. Commingling combines and pre-sorts mail from a variety of customers to achieve the optimal postage discount. By doing this, you 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.*

### DID YOU KNOW?

The USPS offers special promotions every year, with discounts ranging from 2%-5% off eligible postage. For the latest list of promotions, visit [polarisdirect.net/resources/direct-marketers-toolbox](https://polarisdirect.net/resources/direct-marketers-toolbox)



# DATA SECURITY

*We know our clients are busy, and the last thing they want to worry about is whether their data is being handled properly—that’s our job. In fact, keeping our clients’ data secure is our top priority at Polaris Direct. We are:*



**HITRUST CSF Certified** for enhanced security and compliance by the Health Information Trust (HITRUST) Alliance. Polaris Direct is part of an elite group of organizations whose systems meet the regulations and requirements for protecting and securing sensitive private healthcare information. This ensures that Polaris not only meets, but exceeds, our clients’ expectations for keeping their customers’ private information safe.



**HIPAA-Compliant.** Each of our team members has completed HIPAA training, learning the ins and outs of the Health Insurance Portability and Accountability Act. From our receptionist to our lettershop operators and account managers, all new employees receive training so that sensitive data is always handled correctly and confidentially.

Beyond these certifications, our processes are continually being reviewed and updated to incorporate all of our clients’ data requirements and to guarantee that we are meeting the highest standards of data security.



**ISO 27001 Certified** for Data Management and Security. Through the process, we have taken extensive steps and met rigorous requirements to ensure data is protected. Our ISO 27001 Certification reflects our unwavering commitment to keeping our clients’ data safe and secure.

**QUESTIONS ABOUT OUR DATA POLICIES AND PRACTICES?**

**WANT TO LEARN MORE? GIVE US A CALL TODAY AT 603-626-5800.**



# OUR SERVICES

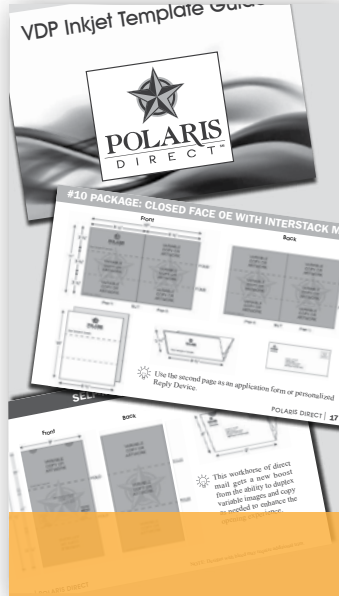
A FULL ARRAY OF SERVICES TO COVER ALL YOUR DIRECT MARKETING NEEDS



## STRATEGIC MARKETING SERVICES

To enhance and track the customer experience, our Strategic Marketing Services team provides:

- Predictive modeling & customer profiling
- Copywriting & editing
- Graphic design and creative services
- Multi-channel campaign tracking & analysis



## PRE-PRODUCTION PLANNING & FORMAT DESIGN

Pre-production planning ensures that project details aren't overlooked and that every 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



## INKJET & LASER PERSONALIZATION

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

- High-speed, four-color variable data inkjet printing (VDP)
- Continuous form production for optimal output
- Flexible, high-resolution inkjet systems with color capability
- Simplex/duplex laser imaging
- Coated & uncoated stocks
- MICR encoding



## LETTERSHP/ BINDERY

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

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



## DATA PROCESSING

For accurate, high-speed processing of your files, we utilize the latest Quadiant (formerly GMC) and BCC software. Data is accepted in many formats, including through our secure FTP site. Our offerings include:

- Letter text setup with variable data programming
- Mailing list hygiene
- NCOA processing
- CASS certification & presorting
- Custom programming and online proofing
- Content management platform
- Automated digital workflow (Messagepoint)
- ISO 27001 Certified, HIPAA-compliant, HITRUST CSF Certified
- Compliance with security requirements for sensitive mail projects



## FORMS PRINTING

We specialize in high-volume forms printing and have the experience and equipment to handle even the largest print runs.

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



## MAILING SERVICES

Utilizing strategic alliances, 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
- Drop ship delivery verification & IMb in-home mail piece tracking
- Commingling & co-palletization
- Complete postal reconciliation & reporting



## POSTALINK

Seamlessly track and improve the effectiveness of all your multi-channel marketing initiatives through:

- Targeted online ad campaigns
- Convenient mail & call tracking
- Effortless multi-channel campaign reporting



## SUPERCHARGE YOUR MARKETING EFFORTS WITH

# POSTALINK



**How many people receive your direct mail piece, visit your website as a result, and then leave?**

According to Google, an astonishing 96% do just that. That means just 4% actually take any sort of action like filling out a form, making a purchase, or giving a donation.

But with PostaLink, you'll never leave a lead behind again.

Powered by Polaris Direct, PostaLink seamlessly bridges the gap between your online and offline marketing efforts by combining direct mail with mail tracking, call tracking, and online ad follow-up.

**So, how does it work?**

### IT STARTS WITH DIRECT MAIL.

You know how this part goes. Direct mail continues to be a proven channel for delivering relevant, targeted offers. In fact, direct mail response rates are at their highest in decades—with house lists responding at an average of 5.3% and prospect lists responding at 2.9%, according to the 2016 Response Rate report from the Data & Marketing Association (DMA).

### PREPARE FOR RESPONSE WITH MAIL TRACKING.

Using an Intelligent Mail barcode (IMb) and a logic-based programming system, PostaLink follows your mail as it makes its way through the postal stream. From this data,

the system is able to predict delivery dates—enabling you to execute perfectly timed follow-up efforts such as sending an eblast. To track the status of your mailing, log in to your customized, web-based portal any time to view updates on an easy-to-read dashboard.

### EFFORTLESSLY STAY IN FRONT OF PROSPECTS THROUGH ONLINE AD FOLLOW-UP.

Online ads reinforce the message across channels and extend the shelf-life of your campaign, keeping your offer—and brand—in front of customers and prospects. Direct mail recipients who visit your website but don't convert are automatically tracked and shown your ads across millions of websites in the Google Display Network—and on Facebook.

### ANALYZE RESULTS BY TRACKING CALLS GENERATED BY YOUR MAIL PIECE.

Calls made to a unique, campaign-specific phone number are tracked and recorded through call tracking software, allowing you to analyze results and determine the effectiveness of various marketing strategies. Plus, you can listen to call recordings to ensure new opportunities are being handled properly.

**The best part?** PostaLink allows you to interact and engage with your target audience wherever they are—and on whatever channel they prefer. All of this means fewer lost leads, better tracking capabilities, and higher response rates.

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*“Working with Polaris was a treat. Their follow-through and attention to detail was so helpful, which made our first-time project feel like we'd worked together before.”*

*—Director of Giving, National Non-Profit*





For more information on how to maximize your multi-channel marketing impact, visit [www.postalink.net](http://www.postalink.net)



# DIRECT MAIL DESIGN TIPS

*At Polaris Direct, we like to say that direct mail is an art. It takes planning, strategic vision, and a creative eye to craft a compelling piece of mail.*

*With that in mind, our Strategic Marketing Services team put together these seven tips for creating a piece that gets noticed in the mailbox and inspires action.*

## Choose your colors carefully.

Colors should complement—not compete with—your brand colors. Too many colors are distracting and can make your piece look messy. Moreover, consider color psychology when designing a piece, as every color says something different. For example, while red is often used to elicit a sense of urgency, blue is used to promote a sense of trust and is associated with security, peace, and reliability.

## Use easy-to-read fonts.

Combined with white space, the right font can enhance readability. For example, sans serif fonts are often best reserved for headlines and captions, while easy-to-read serif fonts are best for long blocks of copy. Also easier to read? Larger fonts. Avoid tiny type on any area you want people to actually read.

## Use imagery to support and enhance your copy.

Not only are images a great way to incorporate color into your design, studies also show that people are drawn to images—particularly faces. According to the DMA's 2017 Statistical Fact Book, the brain processes visuals 60,000 times faster than it decodes text.

## Make it easy to scan.

Studies show that recipients are more likely to scan your direct mail piece than to sit down and read every word. Use bullet points, bolding, or other creative techniques to make the most important parts of your mailer—like your call-to-action—stand out.



## Follow all postal regulations.

You could create the most beautiful mail piece known to man, but it's all for nothing if it doesn't meet postal requirements. Talk to your service provider early in the design process to discuss—and resolve—any issues that your design might present.

## Engage the senses!

Email may be cheaper and faster than direct mail, but it can't compete when it comes to engaging the senses. Why? Because email isn't tactile—you can't touch or interact with it like you can with the mail. From foil embossing to pop-ups, from unique die-cut envelopes to dimensional mailers and everything in between, the mail is more exciting than ever.

### Switch it up.

There's no arguing that the #10 letter package is tried-and-true, but testing a new format could lead to even better results. From soft touch envelopes to circle-cut perfs, our clients are constantly testing new creative ideas—and we think you should, too! Think about what would make you open a piece of mail and consider testing the concept in your next mailing. Give that #10 a run for its money.

**FOR MORE TIPS ON CREATING  
POWERFUL DIRECT MAIL, CONTACT OUR  
STRATEGIC MARKETING SERVICES TEAM  
TODAY BY CALLING 603-626-5800.**

# ENVIRONMENTALLY FRIENDLY

Is the environment important to you and your company?  
**It's important to us, too.**

As part of our commitment to being environmentally conscious, we've taken significant steps to improve the efficiency of our office and production floor, including:

1. Using (and re-using) sustainable materials
2. Decreasing the amount of non-recyclable material we produce
3. Reducing the amount of energy we use in the office and on the production floor
4. Consistently increasing the percentage of materials we recycle
5. Urging customers to recycle materials
6. Using low energy lighting and machinery when options are available.

We are making great efforts to continue to provide our services at the highest standards, while upholding our responsibility to minimize our environmental impact.



# WOMAN-OWNED

Looking to fulfill supplier-diversity initiatives? Our status as a Tier 1 supplier through the Women's Business Enterprise National Council (WBENC) fulfills diversity initiatives for many large corporations.

We have been a certified member of the WBENC since 2004. In addition to serving on The Women's Enterprise Forum, we are also actively involved in our regional WBENC chapter—the Center for Women & Enterprise (CWE). Director and CEO Judith Maloy also serves on the New Hampshire CWE Advisory Board.

With **nearly 10% of our annual spend going to fellow WBEs**, supporting other minority- and women-owned businesses is a top priority at Polaris Direct. We are dedicated to increasing the number of diversity suppliers we work with on an annual basis.



Polaris Direct was chosen as the 2017 CWE WBENC-Certified Women's Business of the Year for exhibiting growth through innovation and strategic partnership.

# Direct Marketing

*Need help dotting the i's and crossing the t's?  
Give us a call at 603.626.5800.*

Polaris Direct's award-winning team can help you with all your direct marketing needs. From designing with production efficiencies in mind, to producing and mailing your campaign, you can count on us to deliver quality work that drives your ROI success.



The Polaris Direct team at the 2017 NEDMA Awards for Creative Excellence where we received 5 awards.



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