



Let **Adams** show you how to maximize your **ROI** with Full Color Digital Printing

- We have recently installed a **7 Color HP 5500 Indigo Printing Press**. Its unique features will allow you to test an infinite amount of personalized marketing campaigns that are specific to your target markets.
- To complement our digital printing capabilities, we have also added a UV Coating System. This system is capable of UV Flood Coating, UV Spot Coating, UV Textured Spot Coating, Aqueous Coating (satin/gloss), and applying Scratchoff Capabilities.
- An all new Digital Creaser, Folder, and Perforating Machine has been added to our Finishing Department.
- **Graphic Design!** - Last, but not least, **Gregory Kaffka** has joined our team with 12 years of experience in the graphics, printing, and media publishing industries. We are excited to have him on board.



Adams Addressing Goes One-on-One with Customers

- On average, consumers spend 30 minutes reading their mail.
- 64% order from mail received within the past month.
- 61% prefer direct mail to email.

Marketing to customers who are bombarded with up to 3,000 advertising messages a day is a major challenge for anyone selling a consumer product or service. How do you achieve direct and personal communication at the moment when consumers are willing to listen?

A recent study conducted on behalf of the U.S. Postal Service indicates that consumers are most open to commercial messages, and they spend the most time considering them right at their own mailbox. In addition, they are hungry for messages that address their individual needs. Personalized Direct Mail Solutions features powerful database marketing technology, combined with high-impact variable printing techniques, so you can reach each and every prospect and customer with powerful direct mail pieces efficiently, affordably, and effectively.



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Mail is Welcome in People's Homes

Studies show that most consumers actively look forward to their daily mail delivery. Over 98% bring in their mail on the day it is delivered. They also take a lot of time to review it, spending an average of 30 minutes reading their mail on any given occasion. Unlike other forms of communication, direct mail helps consumers find content that will help them manage and carry out household activities.

Consumers Expect More from Direct Mail

Consumers expect to receive business correspondence in their mail. While they juggle life, work and family, they count on those messages to help them perform specific jobs more efficiently. Among these are browsing for new products and services that make life easier, managing the home more efficiently, and overseeing finances.

It Pays to Get Personal

The U.S. Postal Service reports that 56% of consumers had a strong preference for highly personalized direct mail that contained messages and offers reflecting their needs and interests. Compared with using traditional single-message mass mailings, **businesses who have implemented personalized direct mail programs with PURLs (personalized URLs) report much higher than average direct mail response rates of 10% to 20% and sometimes higher**

Direct Mail Delivers Decision Makers

Unlike many other forms of communication, direct mail takes your products and services directly to the people who make household purchases and financial decisions.

Among these sorters:

- 90% determine which mail is kept for review
- 81% review financial documents
- 84% are principal grocery shoppers

Mail is also uniquely portable and flexible in its design and content so your message can be shared with others in the household – and beyond – who have specific interests.

Consumers Have a Strong Preference for Direct Mail over Electronic Mail (61% vs. 21%)

Content and statistics courtesy of the United States Postal Service.

CASE STUDY

Personalized Direct Mail and Online Component Pays Dividends for Financial Services Retailer

A retailer of financial services and investment products targets tens of thousands of customers with individual financial goals and requirements. In the past, the company relied on traditional mass mailings to generate sales leads yielding response rates of only 1% or 2%. To boost that performance and to improve subsequent conversion rates, the company implemented a new personalized marketing solution that combines a powerful database with the latest HP Indigo digital technology. With the new system, every mailing piece is customized with individualized content, images, and product offers designed to be of interest to that customer. To support that strategy, each mailing piece also offers access to a personalized URL, (for example, JohnJones.financialservicesco.com), where customers can find additional information.

The results: The combination of PURLs with personalized direct mail increased response rates significantly: 10% to 20% and sometimes higher. In addition, the company also found that the quality of leads with personalized direct mail leads to higher sales and profit, and a higher percentage of repeat customers.

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