



/ The ABCs & 1-2-3s to focus your marketing budget ...
on acquiring new customers instead of just spending on mailings to current customers.

A ADAPT
With supply chain issues continuing and postage rates on the rise, now is the time for retailers to adapt their approach. What has worked before may not work in this environment.

B BUDGET
Tight budgets require innovative approaches to marketing.

C CIRCULARS
Consider supplementing or replacing your full catalog with a circular distributed to customers in a **Shared Direct Mail** package.

D DIRECT MAIL
Experience the power of connecting directly to your customer's mailbox in innovative and cost-saving ways like inserts, personalized postcards and targeted solo mail.

E EFFICIENT
When you work **smarter**, your marketing works **harder**.

Add a few more ingredients and you'll get Vericast's special sauce!

N NEW
When you use **Shared Direct Mail** you can reach more qualified potential customers.



P PAPER
Catalog paper stock is limited and can be expensive. Supplement with alternative, affordable print formats to minimize paper stock supply chain worries.

R REACH
Instead of just sending a big catalog a couple of times per year, put your brand and products front and center with **Shared Direct Mail** and reach nearly double your audience with increased frequency.

S SAVINGS
Shifting to a lighter form of direct mail is a cost-effective acquisition strategy so you can save on costs like paper and postage.

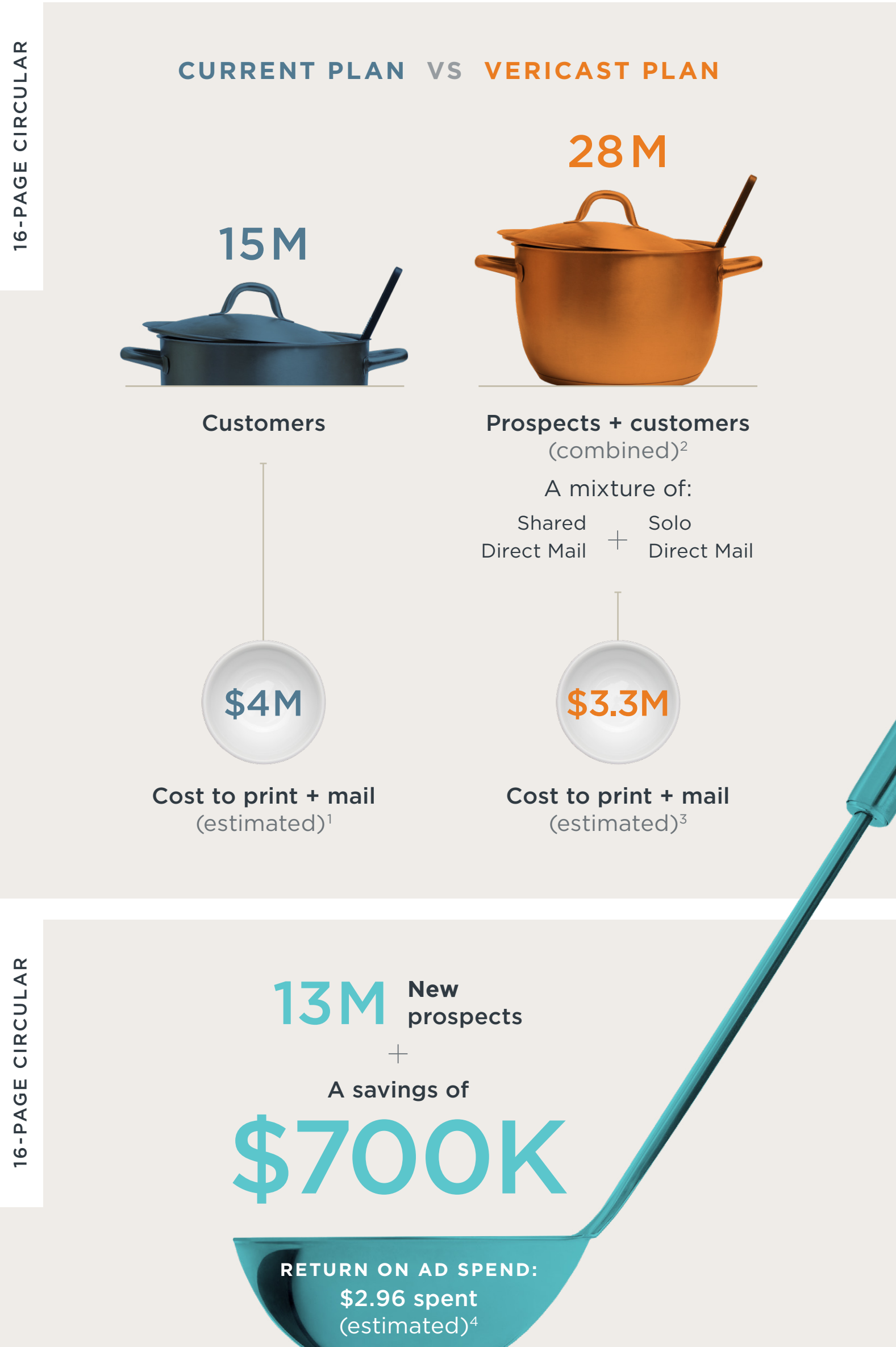
T TARGETING
Go beyond your existing customers to find more people who shop and spend the same way and customize your message to them.

1-2-3s: / The numbers behind effective **Shared Direct Mail** marketing

1
TRUSTED RECIPE
SAVE \$700K

NEARLY 2X
THE AUDIENCE REACH

3X
RETURN ON INVESTMENT



/ Enjoy delicious brand success using the 3Ps:



/ Adjusting your direct mail approach
provides a more efficient, effective way to acquire new customers!

[LEARN MORE](#)

about leveraging direct mail for efficiency and economy in our ebook, **This Direct Mail Moment**

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1) Cost assumption based on \$45.34 per circular, \$250 solo mail postage cost (additional costs freight, variable printing, ink-jetting, not included)
2) Cost assumption based on \$45.34 per circular, Shared Mail circular distribution cost \$55.18 per circular, \$250 solo mail postage cost. Cost will vary on the distribution method.
3) Final CPMs will depend on piece weight verification of each format
4) Specialty Stores Media Response Rate (.3% - .6%) July 2018 - June 2021 Vericast Marketing Services Campaign Performance