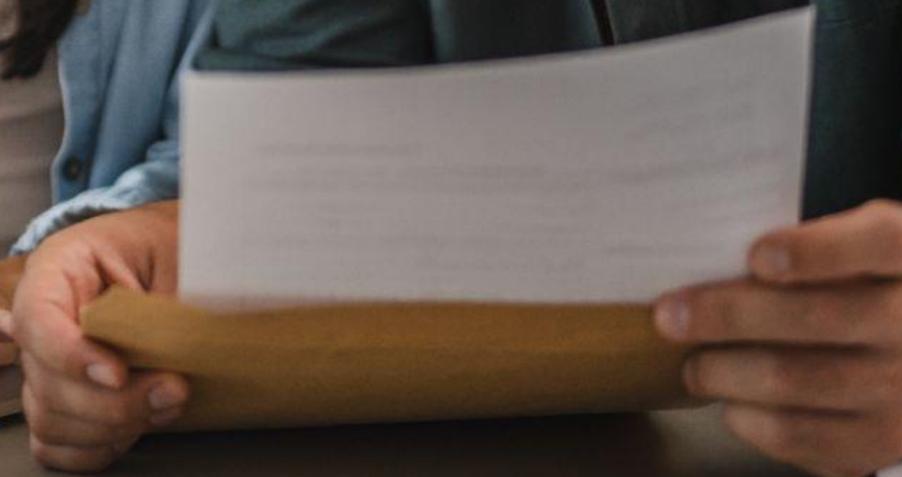THE MODERN MAILBOX:

HOW DIRECT MAIL BECAME A DIGITAL CHANNEL

Tim Carr, Chief Lifter — LIFT Agency

JUNE 2025

LIFT AGENCY®

Background

Tim, the Chief Lifter at LIFT Agency, has over 20 years of experience in performance marketing, specializing in acquisition, retention, and winback strategies for a wide range of industries.

He founded LIFT Agency in 2003 after serving as a Creative Director at AOL, where he optimized countless direct and digital marketing campaigns, including the renowned CD-ROM direct mail program.

A proud Wisconsin native, Tim and his family live in the SF Bay Area.

Driving Digital and Direct Mail Success For:

HELLO FRESH

Spectrum▶

((SiriusXM))
SATELLITE RADIO

GoodRx

CONDÉ NAST

TRUGREEN

proactiv.

LendingClub

What we'll cover:

Ways to **extend postal campaigns to digital** – including Informed Delivery

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Top reasons to **activate QR codes** in direct mail

Recommended **QR platforms** and capabilities

Personalization capabilities and benefits

Retargeting opportunities with non-converting mail responders

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QR code **success stories**

Ways **digital can boost DM** performance

Creative **best practices**

Why connect mail to digital?

GO ONLINE
MyInstantOffer.com
Check your rate and apply in just minutes.

GIVE US A CALL
1-XXX-XXX-XXXX
Speak with a dedicated
Personal Loan Specialist.
Mon-Fri, 5am-5pm PST.

**SCAN NOW TO CHECK
YOUR REAL-TIME RATE**
Open camera, aim and tap.

- **Many customers prefer to go online** vs calling, sending reply envelopes, or store visits.

- **Digital enables real-time response tracking** and measurement that unlocks data-driven insights.

- **Personalized URLs and QRs feel more 1:1, special**, authentic; leading to higher response.

- Ability to **facilitate customer journeys** that link physical mail to digital experiences, increasing ROI.

- **Digital extensions expand physical mail reach** and amplifies effectiveness for social media, email, and TV.

Top ways direct mail is now digital

Extend the Mailbox with Informed Delivery

- Enrolled customers **see scanned images** of letter envelopes or postcards via email or mobile app.

- **Arrives same or 1-day** before mail in home.

- Interested readers can **click through** to campaign landing pages with "ride-along" images.

- Impressive reach with over **70M active users**, 58% daily email open rates, and 7.9B annual impressions.

- **FREE to use** and **lowers postage** via incentives.
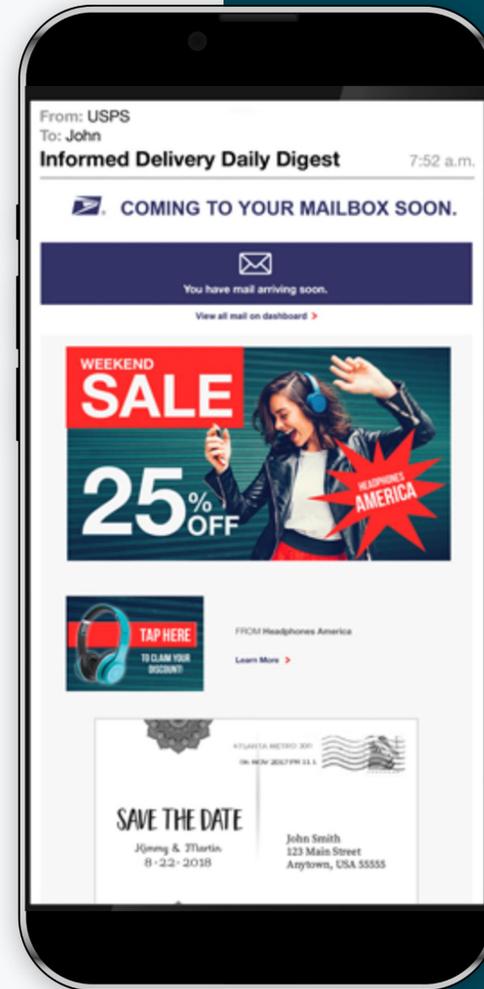
QR Codes in Calls to Actions? Yes!

Top reasons to integrate QR codes as CTA <u>option:</u>

✓ **Higher engagement and ROI** when used in conjunction with URL.

✓ **USPS postage incentives** (3% for 6 months in 2025)

✓ **Greater visibility and insights.** See real-time response data. Analyze lists, geos, offer, creative, and more.

✓ **More tailored experiences.** Personalized URL integration provides more 1:1 experiences.

✓ **More retargeting opportunities** in wide range of digital touchpoints, such as email, SMS, and Social—you can even connect to iOS wallets.

⚠️ Be mindful of your audience, offer, and mobile experience. If prospects are less likely to convert on a smartphone, proceed with caution.

48% of Americans use QR codes several times a month

Scantrust

Recommended QR Code Platforms

Flowcode:
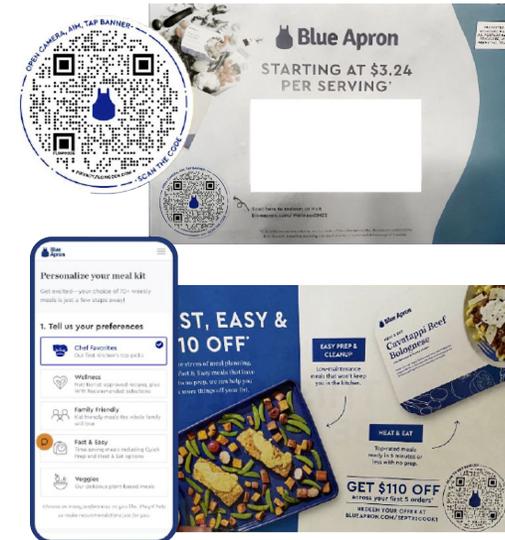Custom, branded QR creation, CRM sync, and dynamic LP experiences, performance analytics

MindFire:
End-to-end strategies and platform for orchestrating multi-channel customer journeys

PostReminder:
Personalized QRs with calendar-triggered reminders & behavioral tracking

Make sure your codes are in compliance with:

SOC 2 II | GDPR | CCPA | HIPAA | SSO

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Personalize Scan Experiences to Boost Engagement

Tap into technologies that enable personalized digital printing at scale.

- Continue 1:1 experience from print to digital.

- Integrate data for more relevant messaging (name, location, brand relationship, etc.).

- Test personalized or segmented LP experiences for optimal response.
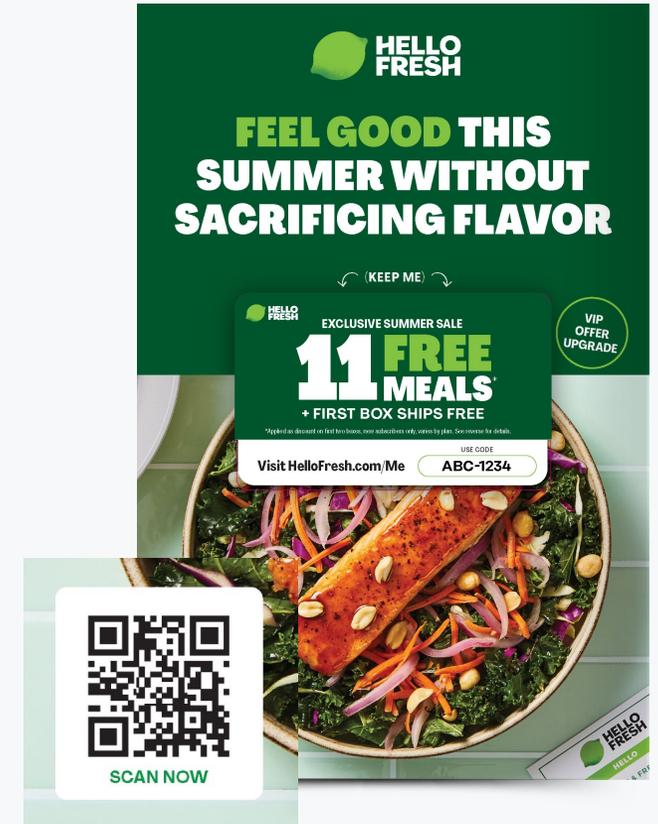
Benefits of PURL Experiences

- Response rates **+135%**
- Engagement **+70%**
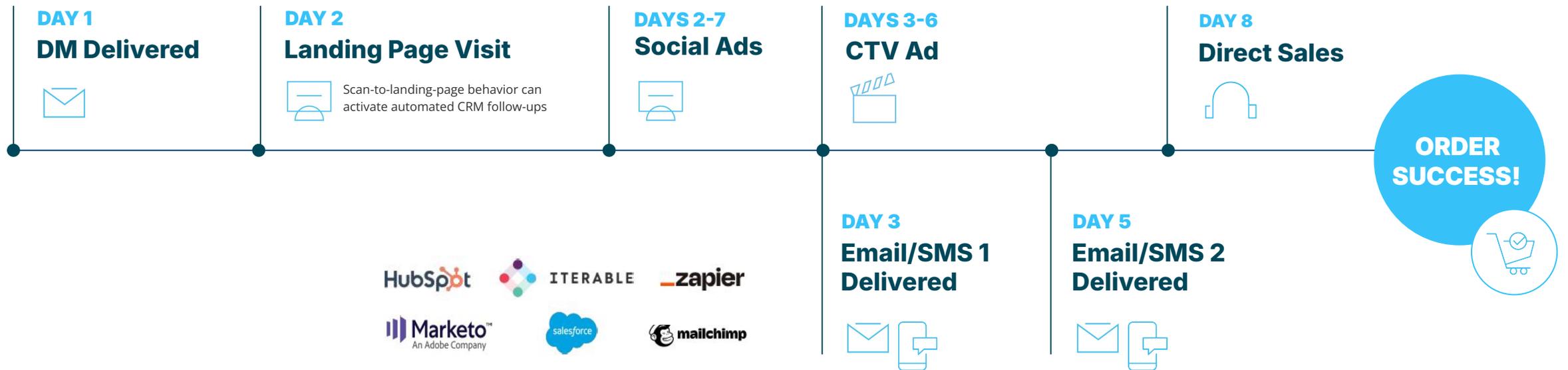- Conversion rates **+50%** (Flowcode)

Retarget Scan Visitors for Expanded Impact

Trigger Real-Time Follow-Ups
Activate CRM platform automated flows: launch nurture sequences, send emails, SMS, activate direct sales, etc.

Expand to Retargeted Social/Digital Media
Deploy email append lists or use Google, Meta, or LinkedIn pixels on your landing pages to capture scan traffic and retarget non-converters with ads.

DAY 1
DM Delivered

DAY 2
Landing Page Visit
Scan-to-landing-page behavior can activate automated CRM follow-ups

DAYS 2-7
Social Ads

DAYS 3-6
CTV Ad

DAY 8
Direct Sales

ORDER SUCCESS!

HubSpot   ITERABLE   zapier

Marketo   salesforce   mailchimp
An Adobe Company

DAY 3
Email/SMS 1 Delivered

DAY 5
Email/SMS 2 Delivered

QR Code Success Examples

QR Code Success Stories

The Salvation Army Northwest Division added a QR code to its holiday fundraising mailer, linking to a curated Spotify Christmas playlist.

The result? QR code package outperformed the mail-alone control.[1]

+15%
Higher Response

+22%
Donation Revenue Lift

QR Code Success Stories

Fjällräven partnered with Flowcode to test and measure the effectiveness of $50 coupon offer to take to local store.

The result? 7% increase in store traffic with bonus responder demographic insights
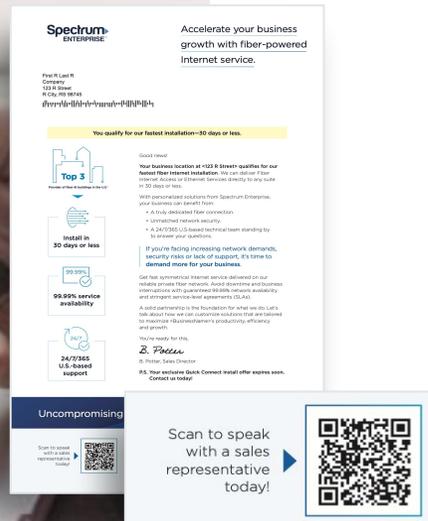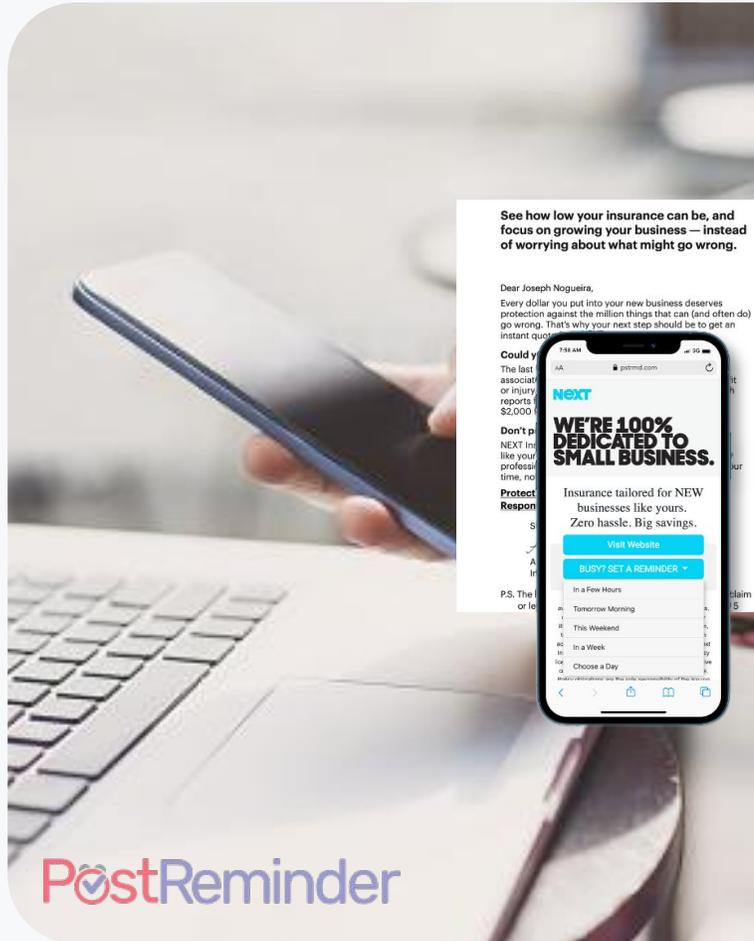
Original Target List

Scan by Location

40%
Response Rate

QR Code Success Stories

BANANA REPUBLIC

Banana Republic's Black Friday
promotional mail campaign ran into a familiar
challenge—the postcard arrived before the
sale began—not ideal for immediate response.
PostReminder bridged the gap.

Results:

✓ **75%** scanned to set a reminder

✓ **61%** clicked the link in the reminder to shop

✓ **8%** shared the offer

75%
Set a Reminder

QR Code Success Stories—B2B

Spectrum Enterprise launched a 2-touch DM series promoting a special offer to businesses in fiber-ready buildings with a QR code that offered easy click-to-call direct to their sales team.

The result? The letter and postcard combo with QR codes and campaign specific landing page **far exceeded MQL goals.**

QR Code Success Stories—B2B

NEXT Business Insurance needed a way for busy business owners to explore options on their own schedule.
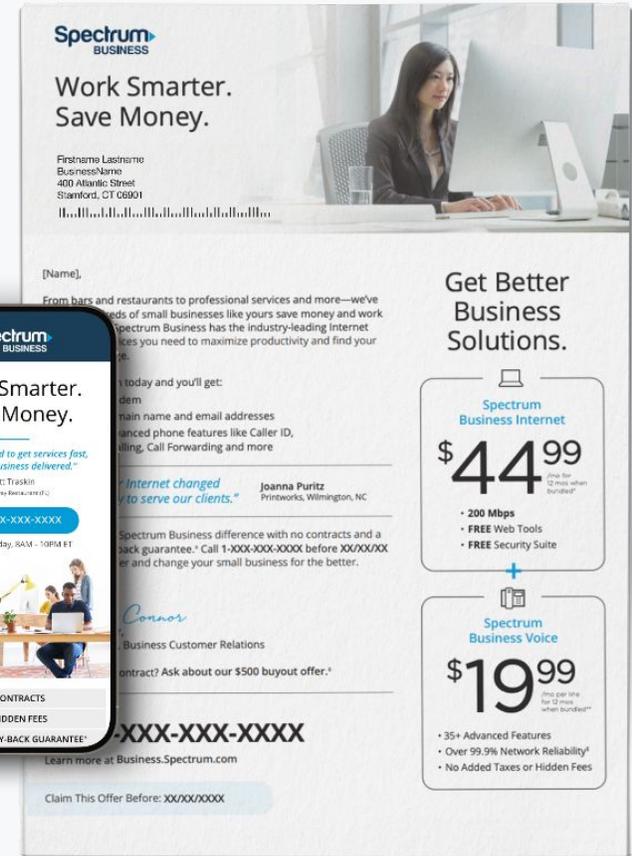
The results? This option added a layer of convenience for the business owner, plus:

- ✔ **2,222** QR scans

- ✔ **12%** set a reminder

67%
Visited the Website

How digital
can boost DM
performance

FLIP THE SCRIPT!

Convert Web Visitors with Triggered DM

Reverse append mailing address from site visits for triggered direct mail retargeting.

✓ Leverage pixel placement platforms with privacy-compliant processes to match name and postal address to the non-converting visitor.

✓ Partner with printers and programs in place to fulfill timely in-home arrival.

✓ Segment and deploy by intent signals and behaviors, such as pages visited and actions taken.

Compliant email capture and enrichment platforms include:

NAVISTONE   PEBBLE POST   swift. The Smarter Approach

Optimize Response
with Coordinated Mail + Digital

Prime the Mailbox

✓ Sync prospect and 1st-party emails to arrive before + after mail target date.

✓ Append target lists into CTV and Paid Social for upper funnel awareness and interest.

Integrate Retargeting

✓ Send follow-up emails after in-home date.

✓ Use retargeted Social and CTV for lower funnel conversions.

[1] Winterberry Group, The Perfect Pairing: Direct Mail + Digital.

Creative
Best Practices

Creative Best Practices for Performance

✓ **Use clear CTA language with QR or URL**, including fallback URLs for QR-hesitant users.

✓ **Use fast-loading, mobile-first landing pages** with best-practice mobile form and CTA UX.

✓ **Quickly answer *"What's in it for me"*** by making it clear and easy to find and achieve your promised payoff via code scan.

✓ **Integrate personalization**, e.g. name, geo, and segment info where possible for more relevant messaging.

✓ **Reinforce USPs and address barriers** with compelling social proof lower in the scroll.

Summary of Key Takeaways

☆ **Embrace connecting mail to digital channels** for personalized online journeys *(use **Informed Delivery**!)*.

☆ **Warm up direct mail with synchronized digital channel** (and vice versa!).

☆ **QR codes (and URLs) unlock real-time attribution**, audience insights, 1:1 personalization, and follow-up automation.

☆ **Break channel silos! Drive higher net performance** with coordinated timing across mail, email, and paid media.

☆ **Layer on strategies to activate multi-channel retargeting** for prospects not ready to commit in single visit.

☆ **Honor best practices**: mobile-first, pay off CTA and scan promises. Address barriers and add social proof.

Direct mail is no longer static.
With the right strategy, it's your launchpad to full-funnel digital performance.

Thank you!