



Full service Direct Mail

If you are reading this, you are probably considering your options of how to acquire new customers... If you are, DBS have the solution!

For large scale printed media there are currently two main options available to brands; door drop and, more recently, partially addressed mail. Whilst these media options provide scale and a proven return on investment DBS have produced a product that can deliver a more targeted approach at a cost to rival partially addressed mail. Our solution combines our data expertise and our print relationships into a combined solution; giving our customers access to highly targetable audiences Lifebase and BusinessBase.

Where our solution differs is the insight we hold and, as a result, who you target as a brand. Lifebase is our consumer data product with insights on 30 million consumers. Businessbase is our b2b data universe with insights on over 4 million actively trading organisations. Both of these data products provide extensive segmentation opportunities, enabling you to target new audiences with a high degree of relevance.

Our solution is simple. You provide your customer data, we match it to Lifebase or

Businessbase to create a customer profile and build a statistical model to target the best look a likes in the UK. So unlike partially addressed aggregating which creates look a likes to a street level based on broad demographics, Full Service Direct Mail from DBS targets the most appropriate individuals or business decision makers based on their own attributes and behaviours.

What's more, we can deliver your campaign for as little as 30p per pack including print and fulfilment!

The Process

Campaign response

We deliver post campaign response analytics and compliance statistics to keep you fully informed. The responder data gets fed back into the look a like model to optimise your next campaign.

6

We deploy

we will deploy your campaign and now it's simply time to wait for your enquiries and new customers

5

You supply artwork

Brand supplies artwork - like any good campaign it's data and creative that drive response. Simply send over your artwork and let us do the rest!

1

You supply customer data

We put in place a data processing agreement to cover the type of data and processing activities DBS will undertake

2

We match data to Lifebase or Business base

We do this to get an understanding of the demographics of your current customers

3

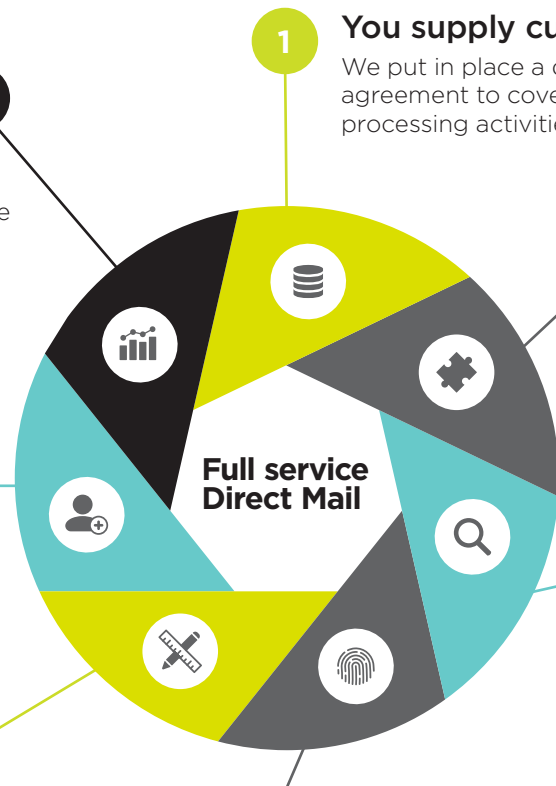
We profile

Using the matched data we provide back a report of the overview of your customers vs the overall consumer or business universe

4

We build look-a-like model

Using the profile, it allows us to understand what variables impact the likelihood of an individual or business to respond. We can then build a targeted audience of new prospects



Prices per pack are based upon 1 A4 printed 4/4 < 5% ink coverage, folded to A5 and enclosed into a C5 printed 4/4 < 5% ink coverage. No inserts. These prices would be subject to artwork and document composition prices and include DSA postage.



Full service Direct Mail

your logo here

Why use Direct Mail?



MAIL IS REMEMBERED

A memorable message is more likely to lead to an action.



MAIL STAYS IN THE HOME

In an age of message overload, mail is kept in homes, hearts and minds.



MAIL DELIVERS LASTING RESULTS

Increase your response rates and campaign performance.



MAIL REACHES EVERYONE

Deliver your message to almost 30 million UK households.



MAIL IS TRUSTED

At a time when trust is more important than ever, use mail.

Pricing

	Cost per pack (pence)
5,000 to 10,000	42
10,001 to 20,000	37
20,001 to 50,000	35
50,001 to 100,000	33.5
100,001 to 150,000	31
150,001 to 200,000	30.5
200,001+	30

The rates above are based upon: A4 letter, printed full colour one side, personalised and folded into C5 envelope Posted on a 2/3 day delivery service Other pack types available upon request. For resale enquiries, please contact a member of the sales team.



Most advertising mail leads to multiple actions.*



Use unaddressed mail to engage people without using their personal data.**



Percentage who say bought or ordered as a result of receiving mail over 12 months.**



Percentage who describe mail as believable, compared to 48% for email.**



Percentage of people who responded digitally to mail over 12 months.**

*Royal Mail MarketReach, Neuro-Insight, 2018. **Royal Mail MarketReach, The Value of Mail in Uncertain Times, Kantar TNS, 2017. †JICMAIL, Kantar TNS, 2017. **IPA touchpoints, 2017, †Royal Mail MarketReach, BrandScience, 2014, **Royal Mail MarketReach, 2018.

To find out more please contact us on **01245 397 570** or email thesalesteam@dbsdata.co.uk

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