

# connect

ENGAGING MARKETING MINDS

JULY / AUGUST 2025



## THE HUMAN TOUCH

BALANCING TECHNOLOGY AND PERSONAL INTERACTION

# Smarter Targeting.

## *Better Results.*



Studies show that online campaigns with both digital ads **and** print media are **400% more effective**.

*Source: Giving USA*



## Learn About the Success of One Kansas City Non-Profit!

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# START WITH WHO

In a world full of noise, algorithms, and endless options, the strongest brands are doing something radical: they're focusing less on what they sell and more on who they serve.

That shift—from product-first to people-first—isn't just good strategy. It's survival. Because customers don't just want solutions—they want to be seen, understood, and remembered. They want to know that behind your message is a mindset that prioritizes them.

We've all felt the difference. Brands that genuinely "get us" don't need to shout. They resonate. And that resonance is built not through clever slogans or automated funnels, but through intentional choices—about voice, experience, and what gets prioritized when no one's watching.

This isn't about abandoning your core offerings. It's about anchoring them in human relevance. When you define your brand by the people you serve, your entire approach shifts. You move from pushing content to solving real problems. From campaigns that interrupt to conversations that invite. From clicks to connection.

It's easy to default to what's measurable—features, specs, metrics. But the magic happens in what's meaningful. And that meaning lives in the lives of your audience. Who are they? What are they facing? What matters to them? The more clearly you can answer those questions, the more effective—and trusted—your marketing becomes.

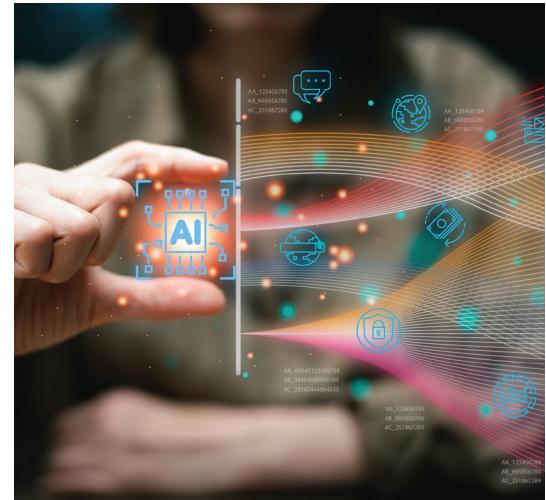
So if you're refining your message, realigning your brand, or simply trying to grow in a more intentional way, start with who. Not just as a creative exercise, but as a guiding principle.

Everything good in marketing starts there.

Warmest regards,



**Gina M. Danner**  
CEO, NextPage



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## connect

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# BEYOND THE LOGO

BUILDING  
BRAND IDENTITY  
THROUGH PRINT



BUILDING A STRONG  
BRAND IDENTITY  
MEANS CRAFTING  
A CLEAR, CONSISTENT, AND  
EMOTIONALLY RESONANT  
MESSAGE THAT EXTENDS  
FAR BEYOND VISUAL  
AESTHETICS."

— AMBER GAIGE,  
FOUNDER, FAR BEYOND MARKETING

**O**NE OF AMBER GAIGE'S favorite marketing campaigns was the launch of her company's online course, The 4 C's of Effective Marketing. For the initiative, Far Beyond Marketing paired digital content with tactile, real-world experiences. Gaige and her team mailed a printed workbook to registrants ahead of time, which helped reinforce the brand's authority as well as add tangible value.

The Far Beyond Marketing team also hosted a live workshop event where attendees used those materials to follow along, take notes and plan their next steps. To tie everything together, the entire campaign was supported via strategic content marketing, including blogs, emails, and videos, that painted a clear and cohesive picture of the story they wanted to tell across all channels.

The end result produced even more than Gaige had anticipated. Along with generating registrations, Far Beyond was able to build relationships. "People felt our brand's promise in their hands, in the room, and in the content they engaged with. That is how a brand becomes unforgettable."

A third-generation entrepreneur, Gaige continues to be an outside-of-the-box strategist bent on helping her clients navigate competitive industries like manufacturing, home-services, and technology. To help take the mystery out of today's sometimes shifting marketing landscape, she

created the Four C's course to be a playbook of essential pillars her clients could use to drive their strategies. The strategy includes Clear Copy, Consistent Branding, Customer Demographics, and Channel Management. The best practices help create benchmarks for creating and sustaining a powerful brand identity that goes beyond just a logo.

"Building a strong brand identity means crafting a clear, consistent, and emotionally resonant message that extends far beyond visual aesthetics," Gaige says. "While your logo might get someone's attention, your brand identity is what keeps it. It's the voice your business speaks in, the promises you keep, and the emotional reaction people have when they see your name."

And in today's crowded market, that strategy is everything. To cut through the noise, brands need clarity and consistency more than ever. It is why Gaige believes that creating and maintaining a strong brand identity not only helps customers recognize you instantly, but also to trust you deeply and choose you repeatedly. "It's not just a design project; it's a business growth strategy. It's also important to note that the personal brand of a business leader shouldn't be ignored. In fact, it's an important nuance to be considered as part of an overarching brand strategy. People do business with people they know they like and trust."





## BUILDING YOUR ALLURE

April Taylor likens your brand's identity to a business scent. The entrepreneur, author, and financial coach says that scent holds the cohesiveness of your messaging, mission, and marketing. When your message is unique and valuable, it enables people to easily connect and identify with your business. That means creating a foundation built on clarity and consistency—all seamed together with your brand's message, tone, colors, and fonts.

"The mission of your business is often intertwined in the colors, logo, and name," Taylor says. "It must be aligned with your brand voice and be consistent across all channels online, in-person, digitally, and print. If your messaging is always the focus, your brand identity will show up in any setting or on any platform. Cohesiveness is not just a look, but the core identity of your brand."

The cement remains print, which Taylor says must be an integral part of how your brand relays its mission. "Print has to be impactful and intentional; it's an essential extension of your brand's energy and presence," Taylor says. "Modern is strategically merging digital and print together. People still love tangible things that make them feel connected. There are so many ways to be modern in the print space."

That strategy offers a number of opportunities for brands to leave their mark. QR codes that lead your audience to your digital space. Business cards. Brochures. Flyers. Letterhead. Direct mail. "Print should not be a dead end, but a bridge to something more," Taylor says. "The people attracted to your brand must feel like a kid in a candy store. If they can see it, touch it, it will make a lasting impression. Printed materials are the tangible transaction of your brand in real time. These transactions have an impactful impression on your audience."

**“YOUR BRAND IS NOT SIMPLY A LOGO OR A COLOR PALETTE; IT'S ABOUT WHAT YOU'RE COMMUNICATING EVERY TIME SOMEONE ENGAGES WITH YOUR BRAND.”**

— ULADZIMIR SEURUK, FOUNDER/CEO, CATA-KOR

As founder and CEO of Cata-Kor, a pioneering health and wellness company dedicated to advancing NAD+ supplements and anti-aging solutions, Uladzimir Seuruk understands the power of building a strong brand identity. She believes creating a feeling and a clear personality that people instantly recognize and connect with sits at the center of creating your brand's allure.

"Your brand is not simply a logo or a color palette; it's about what you're communicating every time someone engages with your brand," Seuruk says. "Today, people face a lot of options. A solid, consistent identity creates trust, loyalty, and emotional connection. When done well, your brand identity is why people choose you over someone else running a similar product or service, even if you're not the cheapest or the brightest."

Cata-Kor has found success building its appeal through events and experiential marketing, which has enabled its customers to take a step away from their screens and into the real world. When someone encounters the Cata-Kor brand in real life at a curated pop-up, workshop, or launch party, they are connected beyond just a logo.

"Those are the moments that make memories," Seuruk says. "A clear brand foundation and internal alignment lead to consistency across all channels. It's this same voice—the same set of values and design system—we return to whether working on a printed catalog, an event experience, or social media post."

For marketers wanting to incorporate print in a modern way, it all comes down to quality and purpose. Not every campaign needs print, but when it does, make it count. Aim for pieces that feel special, well-designed, sustainably made, on-message and aligned with your digital look and messaging. ■

HOW PRINT BUILDS

# BRAND IDENTITY

Almost 90% of American consumers buy from brands they trust, and 87% are ready to spend more for them. A brand can influence a purchasing decision greatly since 77% of B2C customers are likely to purchase a product just because of its brand name. Print and tactile marketing allows specialists to shape an organization's brand identity in a multi-sensory way.

IN  
FOCUS

## BRIDGING THE GAP



**5.1% direct mail response rate**—higher than many digital channels (DMA).

## TACTILE = MEMORABLE



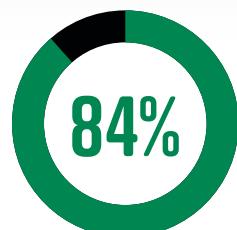
People are **70% more likely** to remember a brand they see in print (Mimeo).

## CONSISTENCY BUILDS TRUST



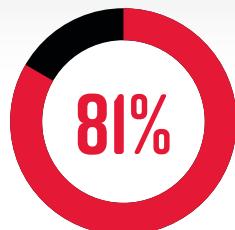
Strong emotional ties = **306% higher** lifetime value (Motista).

## MULTISENSORY MARKETING

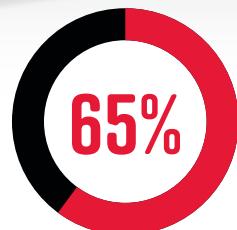


**84%** say touch and feel influence buying decisions (Modd Media).

## THE ROLE OF LEADERSHIP



**81%** believe leadership drives brand purpose (CapOne Shopping).



**65%** are influenced by a brand's CEO or employees (Entrepreneur).

**Make Print a Core Part of Your Brand Strategy**

Print isn't supplemental. It's strategic. It's sensory. It's *sticky*.



# THE HUMAN TOUCH

BALANCING TECHNOLOGY  
AND PERSONAL INTERACTION

**T**HE VIBE IS UNDENIABLY MAGICAL. Glowing red trucks winding through snowy streets in the presence of warm smiles from bundled-up families cheering their arrival. A soft glimmer of lights set to the hum of a festive jingle provides the soundtrack. For nearly three decades, Coca-Cola's holiday marketing initiatives laid out a sense of nostalgia that kept people wanting more.

But last holiday season, something felt a bit off. Instead of leaning into its tried-and-true heartwarming storytelling, Coca-Cola turned to artificial intelligence (AI). Instead of glowing red trucks, glimmering lights, and festive jingles, its iconic "Holidays Are Coming" campaign was splattered with an AI-generated mix of digital disheartenment. And consumers were not shy about how they felt, saying the campaign's lack of human touch was "soulless," "cold," and "devoid of creativity."

Having used AI in the past—a 2023 collaboration with OpenAI for a set of AI-generated commercials themed "Masterpiece"—Coca-Cola defended the project, calling it an "experiment" in blending human storytelling with cutting-edge technology. But the backlash sparked a broader question: How far is too far—and vice-versa—when it comes to balancing technology and personal interaction?

This much we know—AI-driven personalization is everywhere. Still, marketers

like Jaci Lund, founder and Creative Director for Treebird Branding, say that when it comes to AI and tech, the key is using it as a tool, not a replacement. "For marketers, technology can be incredibly effective for streamlining tasks, like automating social posts or managing customer data. But it can't replace the deep, authentic connections we build with our clients and their customers. Those personal moments—whether it's an email or a call that feels genuinely tailored—are what people remember."

Treebird Branding uses AI in myriad ways. For example, AI-driven insights allow Lund and her team to tailor social media campaigns and content to the specific preferences of their clients' audiences. But Lund admits the limitation is that technology can only go so far and that true personalization still requires understanding people's emotions and needs, which only a human can provide.

"It's about striking a balance of tech that enhances what we do, but the human touch makes it meaningful," Lund says.

"When we use AI to help build better experiences—like delivering more personalized content—it's a win. But without real empathy and understanding of the customer's needs, all the tech in the world won't create the same impact."

Not coming off robotic or impersonal is a challenge every marketing team faces today at one point or another. Right now, with great opportunity comes great risk in how consumers are using AI to research and learn. The clash is going to cause meaningful shifts in how marketers think about SEO, how they connect with prospects, and how they build credibility and expertise.

"We've found that when you weave the technology into a process, but make sure a real person signs off on the experience, it helps maintain the authenticity," Lund says. "We also make sure our brand voice and tone are consistent across the board, whether it's AI-generated content or a human-driven conversation." ■

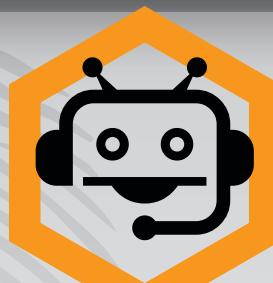
## WHY THE HUMAN TOUCH STILL MATTERS



### Consumers Prefer Human Interaction in Brand Engagement

**63% of consumers** say they would think more positively of a brand that uses real people rather than AI in its customer service and marketing.

Source: PwC



### Personalization Matters—But Only When It Feels Human

**Over 60% prefers** personalization that clearly comes from human understanding, not just algorithmic guesses.

Source: McKinsey & Company



### Trust in AI-Generated Content Is Limited

**Only 39% of consumers trust** content that is entirely generated by AI. Most say they are more likely to engage with content if they know it was created or reviewed by a human.

Source: Edelman



### Brands That Balance Tech with Human Empathy Outperform

Companies that effectively blend digital tools with human touch **outperform peers by 26%** in customer satisfaction metrics and 19% in brand loyalty.

Source: Salesforce

# THE STRIFE IS REAL

**F**or Maria-Anna Ratushna, founder and CMO of digital marketing agency Brandualist, the struggle with balancing automation and personal touch is a daily battle.

What Ratushna has learned is that the art of balancing technology and human connection requires constant watching and adjusting. Brandualist has built a simple system that maps out customer experiences and finds "humanity checkpoints"—those moments where personal touch creates far more value. For example, when running a worldwide Discord event for Crossbone Skull Band, the Brandualist team tracked when fans started losing interest, then added human touchpoints right at those moments. The strategy kept 1,300-plus fans deeply engaged in what could have been just another online event.

"One of the challenges of keeping technology personal is that technology can reach thousands while human attention is limited," Ratushna says. "We solve this by creating a ranking system that puts human interaction at key decision points. With Crossbone Skull,

we used automation for behind-the-scenes tasks while keeping direct band-to-fan moments for emotional connections. Our tracking showed this targeted approach created three times more engagement than fully automated options."

In the end, Ratushna says it is all about ensuring your customers feel valued. "I think customers don't mind automation—thoughtful automation at least. For Crossbone Skull fans, we created an experience where they could share their own content before the event, making them feel like part of the show, not just viewers."

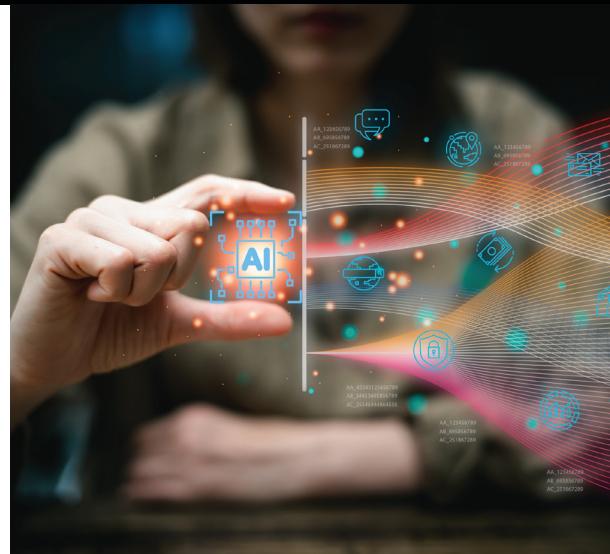
As brands continue to embrace AI, consumers are still navigating how they feel about its role in the content they see—and buy into. According to SurveyMonkey, nearly half of consumers say they're less likely to do business with companies using AI-generated content, while 45% say it simply lacks authenticity.

While AI offers speed and scale, it often misses the mark on the human details—those casual customer testimonials or firsthand employee insights that resonate far deeper than an algorithm ever could. Personalization, once AI's strong suit, now feels challenged, with 38% of consumers and 27% of marketers citing a lack of meaningful customization as a top concern. The takeaway? Consumers don't want perfect—they want real.

With all the hype and hysteria (pick one) surrounding technologies like AI, David Radin says it is easy to forget about the other easy wins—ones that typically come from enhancing the way people work. Radin, creator of "Time Management in the Age of A.I." and CEO of Confirmed, believes the most universal challenge of integrating

**“HUMANS TEND TO BE CREATURES OF HABIT, AND ANYTHING THAT TRIES TO GET BETWEEN THEM AND THEIR HABITS NEEDS HELP TO GET THROUGH. THAT'S WHY IT TAKES SO LONG FOR GREAT TECHNOLOGIES TO SPREAD THROUGH SOCIETY.”**

**— DAVID RADIN, CEO, CONFIRMED**



technology into customer interactions is inertia, which shows up as aversion to change.

Radin says that as we learn, we can apply techniques to make adoption faster—psychological techniques, communication techniques, and even using technology to help. Generative AI—specifically ChatGPT, which can leverage all the technology and learning that came before it, as well as lots of fear to help adoption grow—reached 100 million users in just two months.

"Humans tend to be creatures of habit, and anything that tries to get between them and their habits needs help to get through," Radin says. "That's why it takes so long for great technologies to spread through society. Television took 13 years to reach 50 million users after its introduction in the late '30s; personal computers 18 years. Now, 96% of U.S. households have TVs and 92% have PCs."

In a world increasingly shaped by algorithms and automation, the brands that will thrive are those that know when to lean into innovation—and when to step back and let authenticity lead. ■

# FACTS



## SEALED & DELIVERED

WHY DIRECT MAIL IS THRIVING IN 2025

**As 2025 hits its stride,** direct mail is making a powerful impact—blending old-school charm with new-school tech. With digital fatigue rising, consumers are craving something tangible, and brands are responding. According to Printing For Less' latest survey, 83% of marketers rely on direct mail to grab attention, while 77% use QR codes, 49% integrate CRM and automation, and 34% tap into personalized URLs. Here's why direct mail still delivers:

**80-90**

The percent of open rate for direct mail pieces, compared to 20% to 30% for email

**71**

The percent of people who read direct mail on the day it's delivered

**17**

The number of days direct mail is kept in a recipient's home

**42:1**

Direct mail can have a high ROI, with an average of \$42 for every \$1 spent on direct mail campaigns

**0.5-2**

The average conversion rate for direct mail marketing campaigns



# PACKAGING WITH PURPOSE

## HOW DIGITAL INNOVATION AND CONSUMER DEMAND ARE RESHAPING PACKAGING PRINTING

The global packaging printing market is on track to hit \$541.8 million by 2030, according to Research and Markets' "Packaging Printing - Global Strategic Business Report." This includes a steady growth of 4.6% CAGR. Leading the charge is a perfect storm of consumer demand for high-quality visuals, the push for sustainable packaging and innovations in digital printing. Today's packaging doesn't just protect a product—it tells a story, stops shoppers in their tracks, and reinforces a brand's identity.

Another factor is sustainability. Enter recyclable materials, biodegradable substrates, and green printing technologies like water-based and UV inks. As brands double down on environmental goals, packaging print plays a vital role—supporting eco-conscious branding without compromising on visual impact.

Meanwhile, personalization is rewriting the rules. Digital printing enables brands to create short-run, tailored packaging that resonates with specific audiences—think limited editions, seasonal campaigns, and even hyper-local messaging. With quick turnarounds and vibrant detail, digital printing meets the pace of today's market, giving brands the flexibility to adapt fast and connect meaningfully.



# FROM BUZZ TO BACKBONE

## SURVEY SHOWS AI'S ROLE IN THE FUTURE OF MARKETING

According to Jasper's "The 2025 State of AI in Marketing" report, generative AI is no longer just a novelty—it's quickly becoming the core engine behind high-performing marketing teams. With 63% of organizations already using AI and 79% planning to expand in 2025, success now depends on more than adoption—it requires strategy, structure and alignment. Here are the 8 biggest trends redefining how marketing gets done:

### 1. Generative AI Goes Mainstream

63% of marketers use generative AI, with 78% saying it's already making a positive impact. Only 43% have formal AI programs.

### 2. Untapped Potential in High-Value Use Cases

Most teams are stuck using AI for early tasks like content creation and idea generation. Fewer than one in three marketers use it for hyper-personalization, workflow automation, or predictive optimization.

### 3. Scaling Comes with Real Concerns

As AI becomes more integrated,

marketers are asking harder questions about output quality and data privacy. Without safeguards in place, even the best AI tools risk eroding trust and brand integrity.

### 4. ROI Remains a Blind Spot

While improved ROI is a top benefit of AI, 51% still cannot measure it. Companies using marketing-specific tools are far more likely to track results than those relying on general AI.

### 5. Bigger Teams, Bigger Expectations

Large enterprises care most about brand governance and output quality, while smaller teams focus on budget and buy-

in. As teams grow, so does the demand for domain-specific tools that scale with precision.

### 6. CMOs and Teams Are Out of Sync

While CMOs believe they're ahead of the curve, their teams do not. There remains a clear gap between perceived and actual AI maturity, especially at the execution level.

### 7. Key Traits of High-Maturity Marketing Teams

From documenting use cases to building governance councils, the most advanced AI teams share key habits. They integrate AI deeply, experiment often, and focus on measurement and training at every level.

### 8. Domain-Specific AI is the Future

Generic tools aren't enough anymore, as 71% of high-maturity teams now use domain-specific AI, unlocking better performance, stronger measurement, and a deeper alignment with brand strategy.

# On the Record

## What defines a great customer experience—and what are some of the most common obstacles standing in the way of achieving it?

I have always believed that a great customer experience can be boiled down to five things. It's ...

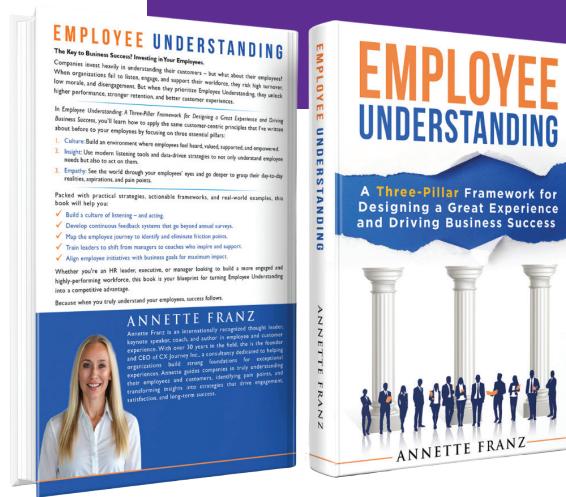
1. Memorable
2. Remarkable
3. Personalized
4. Emotional
5. Consistent

If you truly want to know what defines a great experience for your customers, you need to ask them. Your customers buy from you for a reason. Find out what that reason is. Find out what makes the experience great for them. Keep doing the things they love about the experience and fix those things that they don't love.

The most common obstacles standing in the way of delivering a great experience are lack of leadership commitment and alignment; a culture that doesn't facilitate putting people at the heart of the business; a poor employee experience; a siloed organization; and not listening to customers or not using customer data to design and deliver a great experience.

## What are indicators that a company is missing the mark on delivering a great experience, and what are the warning signs leaders should pay attention to?

Probably the most common issue



## EMPLOYEE UNDERSTANDING AUTHOR DISHES ON CUSTOMER & EMPLOYEE ENGAGEMENT.

A CONVERSATION WITH **ANNETTE FRANZ**,  
FOUNDER + CEO, CX JOURNEY INC.



Annette Franz, founder and CEO of CX Journey Inc., is a widely respected thought leader in customer and employee experience. With decades of expertise guiding organizations through culture transformation and journey mapping, Annette helps brands build people-first businesses that drive loyalty and long-term growth. In this Q&A, she shares her expert take on what defines a truly great customer experience, why employee experience is the critical foundation, and the practical steps leaders can take to improve both.

## What are some overlooked touchpoints that significantly shape how customers perceive and connect with a brand?

This is a great question and such a commonly spoken misconception. That's just not the case; the customer experience begins long before the purchase. It really begins when there's a need, i.e., a problem to be solved. A lot of interactions happen before the purchase is made, and they all need to be executed seamlessly.

I always say that communication is one of the most overlooked parts of the customer experience. Communication is important to any relationship, and it's no less important in the relationships that businesses have with their customers. When it comes to communicating, a company's accessibility, availability, responsiveness, courtesy and professionalism, consistent voice, and consistent messaging go a long way toward building strong relationships and delivering a great experience for customers.

## For leaders looking to improve customer experience, where should they begin?

or indicator I see and hear about is that customer retention numbers are declining. They'll see a reduction in repeat purchases—or worse, no repeat purchase at all.

Another indicator is shopping cart abandonment and service issue abandonment; something's wrong, i.e., effort is high or the experience is confusing, when customers don't complete a transaction or interaction.

They can also look at call volumes (increased), customer satisfaction scores (decreased), effort scores (increased), employee satisfaction scores (decreased), reasons for customer complaints, and other open-ended feedback for emerging trends and early warning signs.

The overall transformation is continuous and ongoing! Customer experience work is never a “one and done.” There are things that you can do to build momentum and show quick wins, including: get feedback from customers about one aspect of the journey, act on it, and share the impact; map a customer journey, use the findings to make improvements, and share the impact; ask employees what they’re hearing from customers and investigate those issues further; and listen to employees and make sure they have the tools, training, and resources to deliver a great experience.

In the long-term, it's critical that leaders deliberately design a customer-centric culture that puts people at the heart of the business.

**Your new book, *Employee Understanding*, puts a spotlight**

**on employee experience as the foundation of customer experience. Can you share how the two are connected and why so many organizations struggle to recognize that link?**

The employee experience drives the customer experience. Without employees to design, build, sell, deliver, implement, install, or service the products, you have no need for customers—and then there's no customer experience. They are critical to building that experience—and to delivering it.

And when employees are taken care of, they'll take care of customers. That's called the spillover effect, or “the tendency of one person's emotions to affect how other people around him feel.”

I think they struggle with this connection because they don't fully understand or appreciate how

much employee engagement affects customer interactions. You can't fix what's happening on the outside (with customers) if you ignore what's happening inside (with employees). They're often too far removed from the frontline to see how broken processes and outdated policies impact both the employee and the customer. And they tend to prioritize immediate results/metrics (profits, acquisition) over long-term EX and CX strategies (and designing a people-centric culture) that would ultimately drive strong results/metrics. Take care of the people, and the numbers follow, right?

**You introduce a three-pillar framework for designing a better employee experience. What can we take away from this approach, and what step can a leader take to better support their employees?**

My hope is that readers embrace the three pillars and use them to deliver better employee experiences that yield greater outcomes for the business.

The three pillars are:

**1. Culture Alignment:** Build a culture that puts people at the center. You get the culture you design or the one you allow.

**2. Employee Insight:** Listen to employees, hear what they say, and use that to implement programs and changes that elevate the experience in a real way.

**3. Employee Empathy:** Do the work to walk in your employees' shoes to truly understand where the experience is strong and where it breaks down.

One small but powerful step that leaders can take to better support their employees is to care; create a culture that puts people first—and then live it. Ensuring employees are well taken care of includes tools, training, coaching, development, feedback, recognition, respect, appreciation, trust, balance, and more. When leaders take care of their people, their people take care of the business.



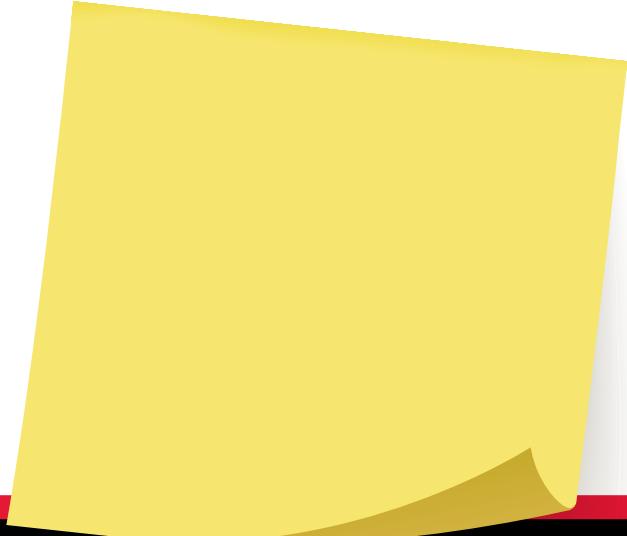
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**82%** of marketing executives will increase their direct mail investment this year.

Source: Comperemedia 2025



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