

NEXTPAGE'S RECOMMENDATIONS LEAD TO 33% COST SAVING ON POSTAGE FOR FINANCIAL SERVICES ORGANIZATION

One of NextPage's clients has delivered comprehensive financial services and asset management across its eight-state footprint for over a century. They compete in a heavily regulated industry where marketing teams face ongoing challenges resulting from cultural shifts, changing business models, revised customer expectations, and new competitors.



THE CHALLENGE

INCREASE ENGAGEMENT WHILE REDUCING POSTAGE COSTS

The client ran a credit card customer acquisition campaign four times a year. Increased competition in the financial services industry prompted the client to look for new solutions. NextPage recommended an integrated campaign with IP targeting, and including a mail piece that stood out in the mail stream while minimizing postage costs.



THE SOLUTION

SHAPE CUT ENVELOPES, IP TARGETING, AND ADVANCED POSTAL LOGISTICS

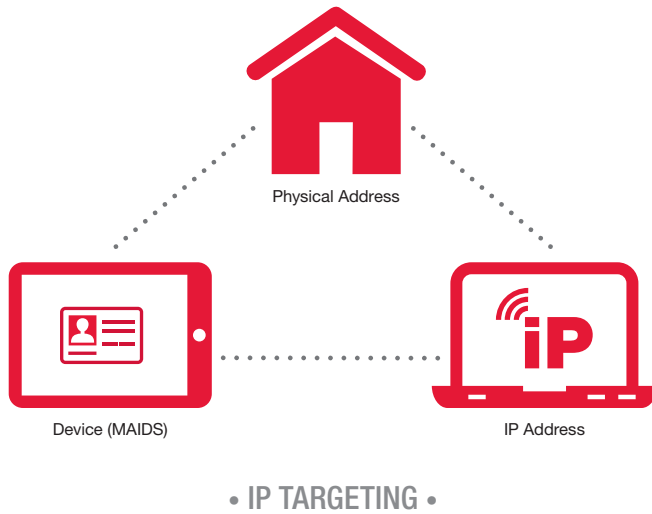
NextPage made three recommendations:

1. SHAPE CUT ENVELOPES

Also known as trailing edge or shape-out envelopes, these **specialized mailing vehicles** have a unique die-cut shape on the left side. With an eye-catching shape, vastly different from conventional No. 10 envelopes, they stand out—especially when paired with a compelling message or image. NextPage knew from experience that shape-cut envelopes increased engagement and open rates, contributing to better campaign ROI.

KEY TAKEAWAY: Shape cut envelopes increase user engagement.





2. IP TARGETING

We recommended adding IP targeting, an integrated campaign strategy proven to increase engagement. Once the customer had approved the NextPage-created ads, we continually optimized performance by tracking the size, device and timing of highest performing ads. This hyper-focused strategy allowed NextPage to digitally serve ads to households based on physical mailing addresses, increasing brand awareness. A match-back analysis was also provided at the end of campaign correlating conversions based on assets; digital ads, direct mail to identify effectiveness of campaign. IP targeting also engages leads who prefer digital marketing and offers them an easy and immediate path to conversion.

KEY TAKEAWAY: Using IP targeting with direct mail increases exposure and engagement

3. POSTAGE

The client was mailing their campaigns using first-class presort mail, with quantities ranging between 250,000 and 1 million. After a mailing strategy discussion, NextPage concluded that the client did not need the primary advantages of presort first-class service (timing, return service, and forwarding). We recommended the client switch to presort standard, combined with advanced postal logistics, where NextPage would deliver mail directly to a primary insertion point into the mailstream. With this strategy, the client could count on approximately the same service level for delivery as they would get with first class, but at a highly discounted rate.

KEY TAKEAWAY: NextPage reduced postage costs by 33% for our client.

THE RETURN

CAMPAIGN SUCCESS WITH A SIGNIFICANT REDUCTION IN POSTAGE COSTS

The client accepted all three suggestions. They used a shape-cut envelope, included IP targeting, and switched to standard rate presort supported by our recommended postal logistics strategy. The mail hit homes as planned. The client saw a 33% savings in postal costs, and a positive return from the campaign with conversions from both mail and online advertising.

If you are looking for a partner who can recommend engaging direct mail formats, understands how print and digital work in tandem to increase conversion, and has the expertise to reduce postage costs, talk to NextPage.

