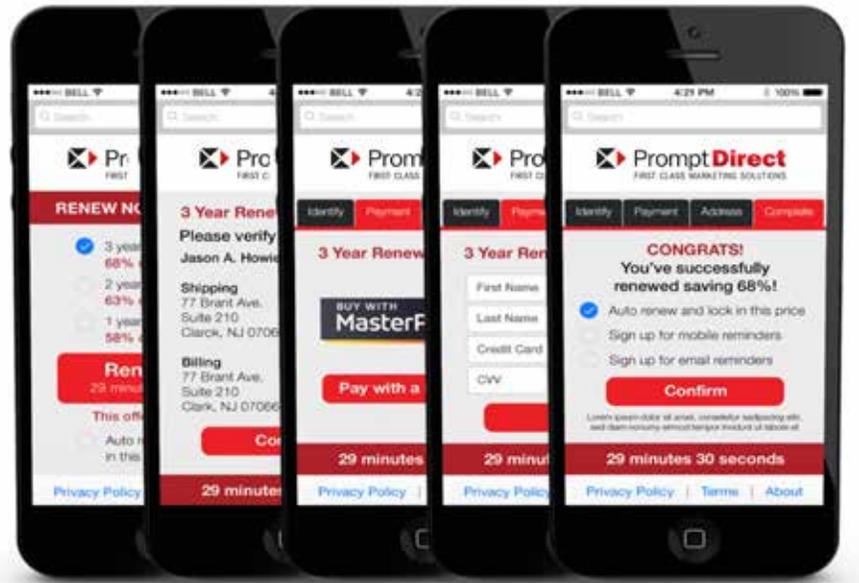


Expanded Prompt Services Speed Mail Tracking, Customer Checkout



Prompt Direct recently unveiled two new tools to add to your marketing arsenal and help make the most of your multichannel campaigns.

PromptTRACK Alerts

This convenient new alert is available to any marketer who currently tracks their mailings with Prompt. As mail is scanned, Prompt follows its progress and lets you know when it reaches a particular point in its delivery journey.

Mailers can customize the trigger for the email alert. For example, you can specify when your mail pieces reach the local post office and delivery is imminent.

Imagine being able to anticipate retail store traffic, synchronize email and mail campaign components, or time your nonprofit's telemarketing effort to coincide with a mailer's arrival. **PromptTRACK Alerts** make every facet of your multichannel campaign that much more effective.

SnapCheckout

Did you know that the majority of failed mobile purchase transactions occur due to obstacles

encountered during checkout? **SnapCheckout** helps you drive impulse transactions with a checkout cart designed for fast payment of a single item.

For example, a magazine publisher sends an email renewal offer. On the offer is a call to action that enables the customer to scan a QR code to go directly to checkout. Fields are pre-populated, so the **SnapCheckout** process is fast, easy and convenient.

This web-based app is device agnostic, and can also be synched to MasterCard MasterPass, PayPal and Google Wallet. You can easily test split offers to see which performs the best.

Ideal for a variety of industries from retail sales to nonprofit donor campaigns, **SnapCheckout** completes a transaction with less clicks, resulting in more buys.

For more information on integrating **PromptTRACK Alerts** and **SnapCheckout** into your next campaign, call Prompt today at (718) 447-6206.

Direct Mail Declared a Winner for Political Campaigns

Direct mail remains an indispensable tool for U.S. political campaigns, according to a recent article on Politico.com.

In reviewing campaign spending records, the site determined that campaigns, party committees and outside groups have spent at least \$150 million on direct mail so far in the 2014 midterm election cycle.

That's more than double expenditures categorized as "digital," "online," "web" and "email".

Why the success? Insiders point to these reasons:

- Rising cost of broadcast
- Highly targeted
- Voters often easier to reach by mail
- Ability to link to digital in a multichannel campaign

Whether fundraising or messaging, politicians and their campaign managers now believe the direct mail industry has evolved with the times. Although it isn't growing rapidly like digital, mail remains an indispensable tool for many

campaigns. Even President Barack Obama's campaign raised \$230 million from direct mail, according to Politico.

Political consultants agree that smart campaigns are using a mix of tools – including both mail and digital – to target and communicate with voters in a much more sophisticated way than in the past. For a winning campaign of your own, shouldn't you do the same?

Call your Prompt rep today for more information on the power of multichannel marketing.



The Latest News from the USPS

Network Consolidation Update

Consolidation of USPS processing facilities is scheduled to resume in January 2015 — a move that is expected to generate an additional \$750 million in annual savings. As with prior network rationalization efforts, the Postal Service will work closely with customers to mitigate potential issues associated with transportation and logistical requirements. Find a list of affected facilities here: usps.com/ourfuturenetwork

New Mailpiece Design Support

The USPS has launched a new Mailpiece Design Analyst (MDA) Customer Service Help Desk that connects mailers directly with MDAs who have specialized mailpiece design expertise. The service Help Desk is available Monday through Friday between 7 a.m. - 5 p.m. Central Time, excluding holidays.

2014 USPS Promotions Continue

Two discount programs are in effect through December 31, 2014:

Color Print in First Class — 2% discount at time of mailing for first-class transactional pieces that use four-color printing on bills and statements. Color inserts and pre-printed paper stock do not count toward the promotion.

Mail Drives Mobile Commerce — Upfront 2% discount on mail pieces that include a mobile barcode or similar technology that can be scanned by a mobile device to lead the recipient to a shopping site. Customers will qualify for an additional 1% off if they meet a certain priority mail threshold, as a result of increased merchandise shipping.

Need more information to take advantage of one or more of these offers? Call your Prompt rep for details today.

Integrating Direct Mail into Your Content Marketing Mix

Content marketing is the hot “must-have” these days — using an educational approach to draw prospects through your sales funnel. Picture a white paper that helps a reader understand a situation, an infographic that breaks down complex information into easily digested pieces, tip sheets or articles that walk through a process, or a how-to video that demonstrates a product or task — that’s content.

And direct mail is the ideal complement to your content marketing efforts — using the channel in addition to social and digital to drive qualified prospects to your content.

A tried-and-true outreach method

Direct mail pieces like printed newsletters are really the oldest forms of content marketing. While it may seem easier and faster to reach potential customers via email and social media, it’s much harder to actually engage them. Direct mail has the power to resonate with consumers in a way that digital methods simply cannot.

According to Epsilon Targeting’s Consumer Channel Preference Study, across all key verticals — from financial and insurance to retail and personal care — direct mail is preferred over email. Further, half of all study respondents say, “I pay more attention to information I receive by postal mail than if it was received by email.” Consumers love getting mail — and they prefer it.

Research conducted by the Direct Marketing Association found that 79% of consumers act on direct mail immediately, compared to only 45% who say they deal with email right away. Direct mail is perceived as having more urgency, and quicker reaction time means quicker results (and revenue) for your business.

Cutting through the clutter

The goal of direct mail is to turn prospects into customers — and those customers into repeat buyers

with high lifetime value. And these days, a mailer commands attention because it’s not simply one among many emails clogging up an already-crowded in-box.

So, how can you incorporate direct mail into a successful content strategy? Consider these three ways:

1. Drive offline traffic to your online content.

Use mail to promote an ebook, research report or other downloadable asset. Take a “campaign” approach by using similar graphics for your mailer and landing page, and ask recipients for their email address in return for access to content.

2. Turn your email newsletter into print.

A printed newsletter has much higher perceived value and is less easily dismissed than email. Be sure to include measurable calls to action to replace metrics like click-throughs, and use shortened or vanity links to connect readers to related digital assets like a video or podcast.

3. Use data to your advantage.

One of the strengths of direct mail is the ability to select lists that target your ideal buyer with laser-like precision. Consider targeting a niche audience with a personalized mail piece and drive traffic to content that speaks specifically to their needs and interests.

Every successful campaign relies heavily on the integration of your total marketing efforts — combining them to create a powerful marketing force. By using best practices and a little creativity, you can leverage the strengths of direct mail to expose your content to the widest possible audience.



Prompt Personnel

Please join us in welcoming our newest employee to the Prompt Direct family:

Dean Cooper - Accounting



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Prompt in the Community: St. Francis Minority Entrepreneur Summit

As a member of the St. Francis College Center for Entrepreneurship advisory board, Prompt's Dennis Lacognata attended the center's Minority Entrepreneur Summit in September.

The half-day event, held at the New York Stock Exchange, featured remarks by several business leaders, including Patrick MacKrell, President & CEO of the New York Business Development Corporation, as well as a panel discussion on business opportunities for local entrepreneurs.



Prompt**MISSION**Statement

Prompt Direct is passionate about our commitment to provide our clients with quality, care and exceptional results. Our staff is driven by dedication and commitment to provide you with the best service. Our company believes that in order to be competitive we must provide outstanding services to each project including quality, service, convenience and above all, value.