

## The Prompt Mission: Helping You Make the Most of Your Mailing Budget



At Prompt Direct, we love saving our clients money. That's why we're constantly testing and adding new services to help you maximize your spending on direct response campaigns. We're pleased to announce four new ways our clients can save when you work with Prompt:

### **USPS-certified "Mail Anywhere" vendor**

As a full-service certified Mail Service Provider (MSP), we're able to utilize a single permit for all business mail entry sites — no more delivery to multiple Post Office locations for acceptance. All mail can be accepted here at our plant, which saves you time, fees and aggravation. All classes of full-service mail are eligible for the "Mail Anywhere" program, so ask us if it's right for your next mailing.

### **New "Prompt ACS" integrated address correction services**

If you're using the PromptTrack dashboard to monitor your mailings, you'll now see an added feature — address correction is now integrated into our mail tracking platform. With ACS information displayed automatically on your dashboard, you'll know your mail status immediately when it comes to corrected addresses.

### **New "Prompt IP" campaign targeting**

We're taking multi-channel to the next level! With Prompt IP, we can now match your address file with household IP addresses, which lets you add targeted web display ads to your campaign. Just as you can boost direct mail response with a coordinated email, you can now increase your visibility even further with a coordinated online ad. We manage all elements of the campaign, and you see the results right on your PromptTrack dashboard. See related story on p. 2.

### **Who doesn't want to mail smarter?**

We've partnered with MailSmart Logistics on a new commingling service to help Prompt clients achieve the highest possible postage discounts as well as the fastest in-home dates. Nationwide mailings under 50,000 pieces typically benefit the most from commingling, which allows us to combine your mail pieces with millions of others into a single mailing before it even reaches the US Postal system. You gain significant postage savings due to volume discounts and pre-sorting. And because 99% of the mail is delivered directly to the NDC/SCF, you also benefit from more predictable delivery times.

If you're ready to make the most of your budget and improve your response rates, give Prompt a call at (718) 447-6206. We're happy to review which of our newest services are right for your next mailing.



# Prompt IP: A Cool New Tool for Your Multi-Channel Marketing Strategy



We're excited to launch Prompt IP, a new service that lets us match IP addresses to postal addresses. With this information, you can add a new dimension to your integrated campaign — web display ads. For the first time, you can take a targeted list of specific prospects and market to them through the mail and on the web, virtually at the same time.

How does it work? We'll match your address file with household IP addresses (typically a 50% match rate), then serve up your targeted ads to more than one million websites in the Google display network. Prompt IP doesn't rely on cookies. Instead, it uses a sophisticated algorithm and a programmatic ad bidding process to place web display and video ads on sites from CNN to weather.com, based on the prospect's browsing habits.

As part of the campaign, you simply provide web display art in a variety of sizes. We'll work with you to create landing pages with unique URLs so we can track the effectiveness of each ad. You specify the dates and times of day you want your ads to appear, and

the desired number of impressions per matched prospect.

As your postal mail delivers, we deploy your web display ads to the IP addresses we were able to match. You gain maximum traction when prospects receive your direct mail piece while seeing your branding and offer on many of the sites they visit over the course of their day. Best of all, you can see the results — impressions served, clicks, conversions and click-through rates — right on your PromptTrack dashboard. So you have everything you need to measure campaign success in one convenient location.

Call us today at (718) 447-6206 for details on adding Prompt IP targeting to your next campaign.

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## Personalization — From Luxury to Necessity

When it comes to effective messaging, our industry's come a long way from the one-size-fits-all approach. Today's more sophisticated consumers are demanding ultra-personalized and contextual messaging.

*Target Marketing* magazine recently identified three factors driving the demand for personalization:

### 1. Millennials are taking notice.

When it comes to shopping, Millennials — the fastest-growing customer segment — are not afraid to pull out their wallets. So how do you get their attention? By remembering that these digital natives expect every interaction with your brand to be completely customized. If you try putting a mass-market message in front of a Millennial, chances are you won't grab their attention. And that puts your company at a huge disadvantage.

### 2. It's worth the investment.

Once limited to big-budget marketers, today personalization is more affordable thanks to technology advancements. With the potential for higher conversion rates and customer retention, the benefits of personalization likely outweigh the incremental production costs.

### 3. The proof is in the ROI.

What's the ultimate measurement of marketing effectiveness? Revenue. When you give people what they're asking for, not only will it make your customers happy and help build a stronger relationship between them and your brand, it will also translate to dollars in your pocket. It's a winning scenario for everyone involved.

Personalization is not only here to stay — it's evolving all the time. Ask your Prompt rep about the most effective way to add a personal touch to your upcoming campaign.



# State of the Industry: Wisdom from EPICOMM

*“The reports of my death have been greatly exaggerated.”* This famous quote from author Mark Twain perfectly captures today’s direct mail industry. While prognosticators focus on metrics centered around digital growth, they tend to overlook the bright side of integrated campaigns that combine the considerable strengths of direct mail with the accessibility of digital channels.

“The validity of print and mail has been established, there’s no question,” according to Ken Garner, president and CEO for Epicomm, the graphic communications industry’s leading business management association. And though his association’s members fought through the same downturn that affected every sector of the economy, Garner says the result is a “stronger, leaner, better focused industry that provides greater value to our customers.”

The key, he says, is learning from our experiences — universal lessons that apply to every business that wants to grow and thrive. Garner shared these three observations on what successful companies have in common:

- They’ve created a culture of adaptability in their organization, one in which employees at all levels understand what’s important and are aligned in their focus and goals.
- They adjust to the realities of the marketplace, establishing processes to proactively monitor trends rather than simply react to them.
- Finally, they view challenges as opportunities to create a stronger competitive position.

For marketers, Garner sees a tremendous opportunity to leverage the knowledge and experience of service providers like Prompt Direct by embracing them as consultative partners. “As marketing becomes more technology-driven, more sophisticated and complex than even before, we’re ideally positioned to help marketers navigate unfamiliar territory.”

One example: Prompt’s campaign management expertise — creating multichannel campaigns, managing them, even layering on data analytics capabilities to help mailers measure success.

Says Garner, “A truly comprehensive multichannel approach — video, social, mobile, email — requires a new approach and a new set of skills. When a strategic partner has all that expertise under one roof, it’s a powerful advantage.”



## Inside Prompt: Thu Nguyen, Data Processing

The Prompt Direct family is happy to welcome Thu Nguyen back to our data processing department. Thu worked with Prompt for seven years before leaving to care for his young children. He then joined a company closer to home to lead its data processing department, but decided to return to Prompt in June.

Thu’s in a unique position to share how Prompt stacks up against the competition. He says, “Over the years, especially now in the tech era, I’ve witnessed the closures and merging of many direct mail companies. Prompt is standing strong due to its great leadership,

financial resources and quality of staff throughout the company.”

Thu adds, “The industry has changed so much. Prompt is able to adapt, anticipating the changing needs of our customers and adding value with new services. That’s why Prompt stands out from other companies.”

Thu now handles direct mail presort and variable data programming projects for our clients. Next time you’re in the office, be sure to stop by and say hello.

## Prompt Personnel

Please join us in welcoming the newest members of the Prompt Direct family:

Thu Nguyen, Data Processing

Ishani Silva, Data Entry



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PRSR-STD  
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## Prompt in the Community



### Teeing off for a good cause

Prompt Direct was proud to serve as a tee sponsor during this summer's First Tee event at Fiddler's Elbow Country Club in Bedminster, NJ. First Tee is an international youth development organization that introduces young people to the game of golf and its inherent values. (From left) Dennis Lacognata with Ralph Fucci and Paul Mullen of Vanguard Direct.



### Celebrating the Pope's visit to NYC

Prompt's Dennis Lacognata and his wife Pat were blessed to attend the Papal Mass at Madison Square Garden in September. Says Dennis, "It was a remarkable experience that we'll remember for a lifetime."

### Prompt team hits the lanes

Prompt Direct was out in force at the latest Advertising Production Club of New York Bowling Night at Lucky Strike in Manhattan. The event helped raise scholarship funds for graphic arts students.

## PromptMISSIONStatement

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.