



Prompt Mailers, Inc.

# PROMPTLY Speaking

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SPRING 2011 NEWSLETTER

## AICPA Cross-Media Campaign Drives Triple-Digit ROI

The resounding success of Prompt Mailers' recent cross-media marketing campaign for the American Institute of CPAs (AICPA) is the subject of a new case study by MindFireInc, maker of the technology behind the cross-media process.

The promotional campaign was designed to boost membership in AICPA's Tax Section, a value-added group whose members specialize in taxation issues. Charlie McClamroch, AICPA Marketing Manager for Specialized Communities, saw cross-media as a way to significantly improve response over more traditional approaches, while also gaining a much faster return on investment.

Prompt worked with McClamroch on a campaign that showed prospects the benefits of adding Tax Section to their membership. A strong offer included access to valuable content, as well as the chance to win a netbook computer. The multi-touch effort used an effective combination of



direct mail, email, QR codes, and a pURL (personalized URL) to reach recipients up to six times.

Results of the six-week campaign showed a 260% return on investment for AICPA — and it doesn't stop there. "Because Tax Section is a renewal membership, the campaign will continue to generate additional revenues for AICPA," says McClamroch. "This campaign really demonstrated the power of cross-media for a member-oriented professional association like AICPA, and we look forward to using this technology on future programs."

Download the full Prompt Mailers case study at [promptpurls.com](http://promptpurls.com).

## Save the Date: Spring 2011 Mailer Education Seminar

Prompt's popular annual spring workshop is just around the corner, with a new midtown location for 2011 and two must-hear speakers.

**Date:** Wed, June 1  
**Time:** 9AM-Noon  
**Location:** New York Athletic Club  
180 Central Park South  
New York, NY 10019

Leo Raymond, postal liaison for MFSA International, will provide a review of USPS five-day delivery, imminent changes in wafer sealing requirements for self-mailers, the proposed elimination of non-profit discounts, and other industry news.

Also presenting at the event will be Steve Hertz, director of marketing for TrackMyMail, a Pitney Bowes company. Steve will share details on the company's new synchronized services.

Watch your mail for registration information. Can't wait? Register today at [promptpurls.com](http://promptpurls.com). Looking forward to seeing you for a highly informative session on June 1!

### Explore the Benefits of QR Codes

Curious how QR codes can help you drive increased response for your next mailing? Scan this code with your smartphone to learn more.

If you don't have a reader, simply access your phone's app center and download a free QR reader.



## PROMPT SUCCESS STORIES

### MMBB Online Fulfillment & Acquisition Effectiveness

When the Ministers and Missionaries Benefit Board (MMBB) found itself in need of a new fulfillment partner last fall, the organization — which provides retirement, life insurance and medical benefits to ordained and lay church workers — was referred by one of its printers to Prompt Mailers.

The Prompt team developed a sophisticated online ordering system that makes it easy for MMBB field sales and office staff to drop-ship a variety of materials, from a single customized enrollment kit sent directly to a customer to bulk-packed literature and giveaways for conferences.

Says Harold Leibovitz, MMBB director of communications, “Our field staff can even order exhibits and displays, then return them to Prompt via a prepaid shipping label. Prompt did a great job making the transition to the new ordering system as easy as possible.”

In addition to fulfillment, Leibovitz relies on Prompt to oversee his

organization’s newsletter and report mailings. Prompt also recently handled an acquisition mailing that incorporated cross-media technology to drive response. Recipients were asked to complete a brief survey and update their contact information in exchange for a downloadable report.

“It was our first time using cross-media marketing,” says Leibovitz, “and we were very pleased with the results. We not only received valuable survey data to complement our qualitative research, we also gained updated contact information for prospects.”

Leibovitz points to an often-overlooked benefit of the cross-media technology. “It meant much less work on our end compared to traditional efforts — we didn’t have to update records manually or fulfill report requests once the campaign was over. This was a much more efficient means to accomplish our goals.”

### Data Modeling Drives Success for Major Publisher

Does data profiling and modeling work? Ask one of NYC’s largest publishers, who came to Prompt when its current subscriber prospect universe began to exhibit response fatigue.

Prompt proposed the creation of a Profile and Prospect Model using the client’s data. This analysis provided insights into the publisher’s current audience, identifying key variables and uncovering prospects that were three times more likely to respond to subscription offers.

An initial test mailing of 145,000 names uncovered by the model provided such a favorable response rate, the client quickly came back to select 75,000 additional names.

Profiling and modeling is clearly effective in ensuring what every marketer wants — a targeted campaign to responsive prospects. To put the magic of modeling to work for you, call Prompt’s Steve Elias at (718) 447-6206, ext. 126 or email selias@promptmailers.com.

## Growth Predicted for Digital, Direct Channels Through 2011

2011 is shaping up to be a year of strong recovery for the direct and digital marketing channels, according to the Winterberry Group, a global consulting firm that helps advertising and marketing companies grow shareholder value.

The consulting group presented *Outlook 2011: What to Expect in Direct & Digital Marketing*, at a recent meeting of the Direct Marketing Club of New York.

Some quick highlights:

- 2010 was a year of readjustment for marketers; recession-driven budget declines slowed, and the focus shifted back to customer acquisition.
- Spending in traditional media

channels (outdoor, broadcast, newspapers, magazines) will continue to decline in 2011.

- Email will remain the most cost-effective medium for retention.
- Direct and digital channels will benefit from an influx of spending, including 5.8% predicted growth of direct mail spending to \$47.8BB, driven by acquisition mail increases.

The line between digital and direct will continue to blur, according to Winterberry, as marketers recognize the significant ROI gains that can be achieved with the right cross-channel campaign execution.

How can you put cross-channel marketing to work for your next campaign? Call Prompt today at (718) 447-6206 for details.

**Prompt welcomes the following new employees who have joined us since our last newsletter:**

**On the Floor**  
**Thomas Savin Sr.**  
**Data Processing**  
**Oscar Castillo**

## Prompt Personnel



Prompt's HR Administrator Gayle Friscia recently sat down for a Q&A with Oscar Castillo, the company's new data processing manager.

*Oscar, tell us about your career in data processing before joining Prompt.*

It happened quite by accident. I always thought I'd get a job in graphics and design, but I was also interested in computer hardware and programming as a hobby. As luck would have it, I found a job where I was working evenings as a printer operator with the understanding that I would learn the systems and software used in the data department.

Over time as the company grew and upgraded their systems, I took on increasingly demanding projects until eventually being promoted to head the data processing department.

*Tell us a little about what data processing was like 10-15 years ago and the significant changes you've seen over the years.*

Now I feel old. While processing platforms have changed over the years, these advances have been mainly evolutionary. I think the most significant changes have been with design software. Back then, it was mainly text-based with cryptic codes embedded throughout to change fonts, incorporate images, or handle simple dynamic text placement. It was never on par with, say, the Microsoft Word of that time. Today, these same programs often use popular design programs like Adobe Illustrator and InDesign as their front end or interoperate seamlessly with these packages, offering clients many more options.

*If you were to give Prompt's customers one piece of advice about optimum data effectiveness, what would it be?*

It all starts with data hygiene. Whether for a direct mail campaign or just database updates, allow us to use the tools and services available to update your lists with the latest addresses, and identify records that would otherwise be returned or discarded. It saves time and money.

*Finally, Oscar, your name is quite original and I know there can't be any relation to "Oscar the Grouch" as I always see you with a smile on your face. Have you had to endure any ribbing about your name over the years? Did your parents name you after someone special?*

Oh, I can be grouchy. In school, the only other Oscar we knew was "Oscar the Grouch" so the connection was easy to make. But it was all in good fun and I always had a smart comeback. Seriously, though, I was named after my dad.

## Keeping You Posted

The latest industry news from the USPS

### USPS Summer Sale Ties in QR Codes

Need another incentive to try out QR codes? From July 1 - August 31, the USPS will offer a 3% postage discount on letters or flats that include the two-dimensional barcode — highlighting the value mobile technology can lend to improving response rates.

To qualify for the discount, QR codes must be included outside or within all pieces in a mailing, using the technology to "market, promote or educate" rather than for internal tracking purposes. The discount applies to both first class and standard mail sent using a permit imprint payment method.

### Recap of April Price Adjustments

On April 17, new USPS pricing took effect. A brief summary of the changes:

- First-Class Mail letters (1 oz.) remain unchanged at 44 cents
- First-Class Mail additional ounces increase to 20 cents
- Postcard rate is now 29 cents

Prices also changed for other mailing services, including Standard Mail, Periodicals, Package Services and Extra Services.

Find detailed pricing at [www.usps.com/prices](http://www.usps.com/prices) or call your Prompt representative.



### Folded Self-Mailer Study Nearing Completion

Feedback from a Lean Six Sigma test study has resulted in the USPS taking another look at the proposed updated mailing standards for folded self-mailers (FSM). Updated proposed rule changes are expected this summer, will an estimated effective date sometime in 2012.



**Prompt Mailers, Inc.**

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Dennis Lacognata, Senior Vice President  
Thomas Masucci, Vice President

## Connect with the Direct Marketing Community

Looking to network with like-minded marketers and stay up to date on the latest direct marketing news and tips? Connect with Prompt today:

 **Facebook** — [facebook.com/promptmailers](http://facebook.com/promptmailers)

 **LinkedIn** — Join our group at <http://linkd.in/gZWsdB>

**Prompt Alerts** — Scan the QR code to receive news & industry alerts from Prompt



### Prompt Around Town

**Fund Raising Day in New York**

Friday, June 10, 2011

Booth 312

New York Marriott Marquis

Sponsored by the Association of Fundraising Professionals

## Getting Creative with Personalized Short Runs

Have a short-run printing project that could benefit from variable data and imaging to boost response? Prompt's new Canon imageRunner6000 is a powerful ally in the quest to connect with your customers.

From personalized letters, invitations and postcards to complex saddle-stitched booklets, this digital printer can accommodate sheet sizes up to 13x19" and weights up to 130# double-thick cover stock.

Says Dennis Lacognata, "When you need quick turnaround on a short run, the quality and efficiency of the Canon can't be beat. Because it's toner-based, there's no drying time."

For more information and samples to spark your creativity, call your Prompt rep at (718) 447-6206 today.



## PromptMissionStatement

PMI is passionate about their commitment to provide their 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. □