

DELIVERABLES

A BRIEF LOOK AT SOME BIG ISSUES
IN DIRECT MAIL

POSTINGS



INTEGRATION

Card, sharp

LAMINATED DYNAMICARD
MAILERS TAKE TRADITIONAL
POSTCARDS TO THE NEXT LEVEL

“Look, inside your mailbox! It’s a coupon, it’s a gift card! It’s...DynamiParam!” Homages to old superheroes aside, DynamiParam (dynamicard.com) represents a high-flying innovation in direct mail. The credit card-thick plastic cards with snap-out promotional gift cards meld VDP personalization, high-resolution graphics, wet-look aesthetics and real-time analytics technology.

DynamiParam founder and CEO Ivan Farber says his gift card mailers can have a 400 percent to 500 percent response advantage over traditional postcards. As an example, the average restaurant client using DynamiParam mailers is seeing a 12-percent response rate. “This company is on track for about \$4 million in sales this year, and its only our third year in business,” Farber says proudly.

It’s razzle-dazzle looks notwithstanding, the core of DynamiParam’s appeal is DynamiParamScan, the card’s barcoded analytics technology. “We send the client a DynamiParamScan scanner for each location,” Farber says. “When they scan the cards, it gives us a granular demographic breakdown about who used the promotional gift card, which offer they used, plus the response and spend rates for

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each individual demographic. This process is all done in real time and delivered on a web-based dashboard. DynamiParamScan allows us to quickly and accurately profile that client’s most responsive customer, so we can dramatically improve the response rate after just one mailing.”

Farber believes DynamiParam has a key advantage over online deal-of-the-day sites, coupon books and traditional paper postcards. “The challenge you have with those kinds of pieces is that your higher-end customers are usually a little self-conscious about using a (printed paper) coupon.

We are able to attract more than just deal seekers.”

The manufacturing process for a standard DynamiParam takes approximately five to seven business days from approval of proofs. Postage for standard 5 ½-by-4 cards mail at a bulk rate of about 27 cents, and a first-class rate of about 38 cents.

YOU SHOULD KNOW

IN 2010, MORE THAN 48 PERCENT OF ALL STANDARD MAIL ADDRESSED TO SPECIFIC HOUSEHOLD MEMBERS WAS READ IMMEDIATELY. 39.6 PERCENT OF STANDARD MAIL ADDRESSED TO “OCCUPANT/RESIDENT” WAS READ IMMEDIATELY.

USPS Household Diary Study FY 2010, p. 182

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