

Understanding EDDM

An introduction to growing revenue through Every Door Direct Mail

Why use EDDM? It's an effective, low-cost alternative to direct mail.

EDDM Works for Local Markets

85%¹ of a local business revenue comes from a 3-5 mile radius



Gets customers into storefronts







Physical mail is more effective than digital advertising

75%¹ of recipients said they could recall a brand from a mailer vs. only 44% from an email.

8%



Direct Mail

Response Rate for Direct Mail is 8%



1: https://www.smallbizgenius.net/by-the-numbers/direct-mail-statistics/#gref 2: https://www.themailshark.com/resources/articles/is-direct-mail-dead/ https://runneredg.com/news/direct-mail-marketing-digital-world/



16 approved EDDM sizes • 3 different stocks • 4 different coatings

Wide Product Range 1 Postage Rate



8.5x11 - 16pt - Full Color UV Both Sides Print + Bundling + EDDM Fulfillment + Postage



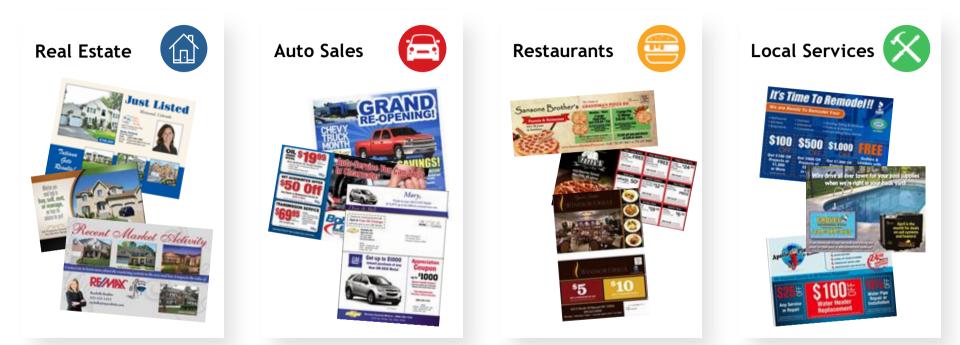
Per Piece Example Pricing subject to change



Your EDDM Markets Key Markets where EDDM Works



Local Markets benefit the most from EDDM



More Mailings Larger Sizes **— Better ROI** Lower Cost





Increase registrations and attendance with EDDM EDDM allows for greater saturation reach at a lower total cost Stands out in the mail more with large sizes



EDDM keeps you top-of-mind that increases your ROI



Coupons





We are Read	y To Remode	Your	12
Allohom +	Exhibiting .	Control Internet & Johnson Applicate & Massawy Market J. Third States Inter	
		\$1,000	ENER
9100	9900	31,000	Gotters
Get \$100 Off	Ger 1500 Of	Get \$1,000 Of	Leaden with Complete
\$1,000 or More	55,000 or More	\$18,000 or More	Replacemen

Seasonal