



# 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%**<sup>1</sup> of a **local business** revenue comes from a 3-5 mile radius



Gets customers into **storefronts**



Creates a **larger** impact





# Physical mail is more effective than digital advertising

**75%**<sup>1</sup> of recipients said they could **recall a brand** from a mailer vs. only 44% from an email.

8%

Response Rate for Direct Mail is **8%**<sup>2</sup>



Direct Mail

0.6%



Email

0.6%



Social

0.2%



Online Banners

1: <https://www.smallbizgenius.net/by-the-numbers/direct-mail-statistics/#gref>

2: <https://www.themailshark.com/resources/articles/is-direct-mail-dead/>

<https://runnereq.com/news/direct-mail-marketing-digital-world/>



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

Wide Product Range **1 Postage Rate**

**\$.168**

Any Size  
Any Qty

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

<b>5,000</b>	<b>\$X.XX</b>
<b>10,000</b>	<b>\$X.XX</b>
<b>15,000</b>	<b>\$X.XX</b>

Per Piece Example Pricing subject to change

8.5" x 11" EDDM

EDDM costs less for print and delivery than a smaller Direct Mail piece

5,000 **\$X.XX**

# Your EDDM Markets

Key Markets where EDDM Works



# Local Markets benefit the most from EDDM

Real Estate



Auto Sales



Restaurants



Local Services



More Mailings  
Larger Sizes = Better ROI  
Lower Cost

# Education



**Print  
Marketing**



**EDDM**

**Complete Marketing Coverage**

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

An EDDM coupon for auto services. It features a blue background with white and red text. The top section offers 'OIL \$19.95' and 'Auto Service You Can Trust in Clearwater'. The middle section offers '\$50 Off' on a tune-up. The bottom section offers 'TRANSMISSION SERVICE \$69.95'. The coupon includes the 'Bob's Car Wash' logo, a phone number '727.446.1051', and a website 'www.bobs-carwash.com'.

Coupons

An EDDM coupon for real estate. It features a yellow and blue background. The top section says 'Just Listed' and 'Windsor, Colorado'. It includes a photo of a house and a woman's portrait. The bottom section has the slogan 'Futures Get Results!' and 'Pleasant, Colorado'.

Exciting Discoveries

An EDDM coupon for home remodeling. It features a blue background with white and orange text. The top section says 'It's Time To Remodel!!' and 'We are Ready To Remodel Your'. It lists services like 'Bathrooms', 'Kitchens', 'Basements', 'Decks', 'Extensions', 'Compartments', 'Roofing, Siding &amp; Guttering', 'Patios &amp; More', and 'Pool &amp; Hot Tub Installation'. The bottom section offers '\$100 OFF', '\$500 OFF', '\$1,000 OFF', and 'FREE' discounts on projects of various sizes. It also includes the text 'Gutters &amp; Leaders with Complete Roof Replacement'.

Seasonal