



Direct Mail Automation Services

Automation allows you to set up hands-free direct mail programs to run automatically on your schedule.

Benefits of automated direct mailers:

- Reduce production time and the possibility of errors.
- Variability and multiple versions to assure pinpoint marketing tailored to your individual clients.
- On-time delivery of message despite staffing changes.
- Consistency of branding.
- Overall time and expense savings by reallocation of employee resources.

Here's how we do it:

- We work with your team to set up criteria within your customer database to trigger your direct mailer on a timed schedule.
- Data is then pushed to CSG Direct.
- We process your data through postal software to get the best postage discounts.
- We help you create a matrix of offers and variables that you can modify at any time through our online customer portal.
- Your art files are combined with your data then output to our in-house digital presses for high-quality, full-color print.
- Your mailers are prepared and presented to the post office for delivery on schedule.

Programs to choose from:

- **New member program:** Start creating loyalty immediately by sending direct mail to a new customer as soon as they join you.
- **Birthdays or anniversaries:** Celebrate a customer's birthday or signup anniversary.
- **Monthly loyalty mailers:** Reward customers for their loyalty each month.
- **Inactives:** Don't let customers slip through the cracks, invite them back when you haven't seen them by a specific date.
- **Event based offers:** Any event you can track in your data can be used to trigger a direct mail piece with personalized offers.
- **The possibilities are as endless as your marketing needs...**

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