



The tangible touchpoint *playbook.*

How to plan, build and test direct mail campaigns that deliver results.



The direct mail platform.

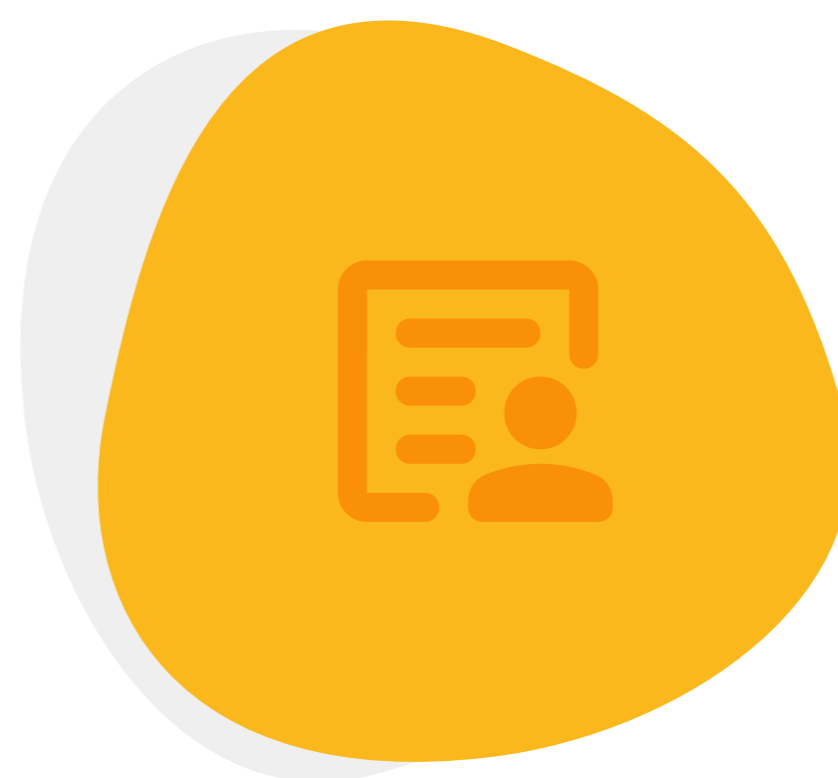
The highest ROI of any marketing channel isn't digital. It's physical.

In a world of digital saturation, a new marketing channel has emerged. It's not a revival of an old tactic, but a complete reinvention.



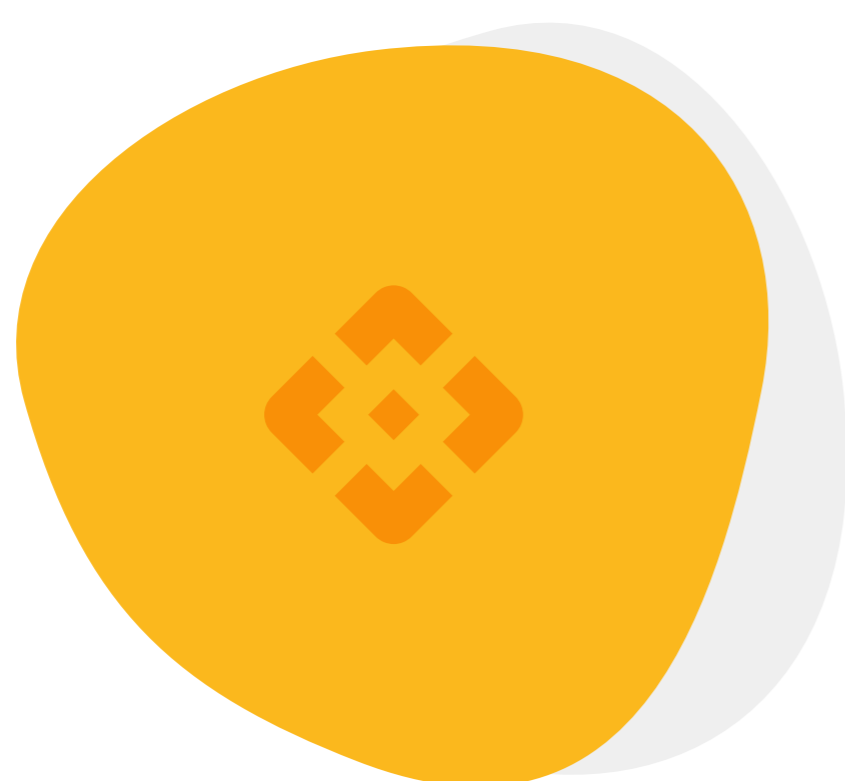
Data-driven.

Programmatically triggered by real-time customer behaviour.



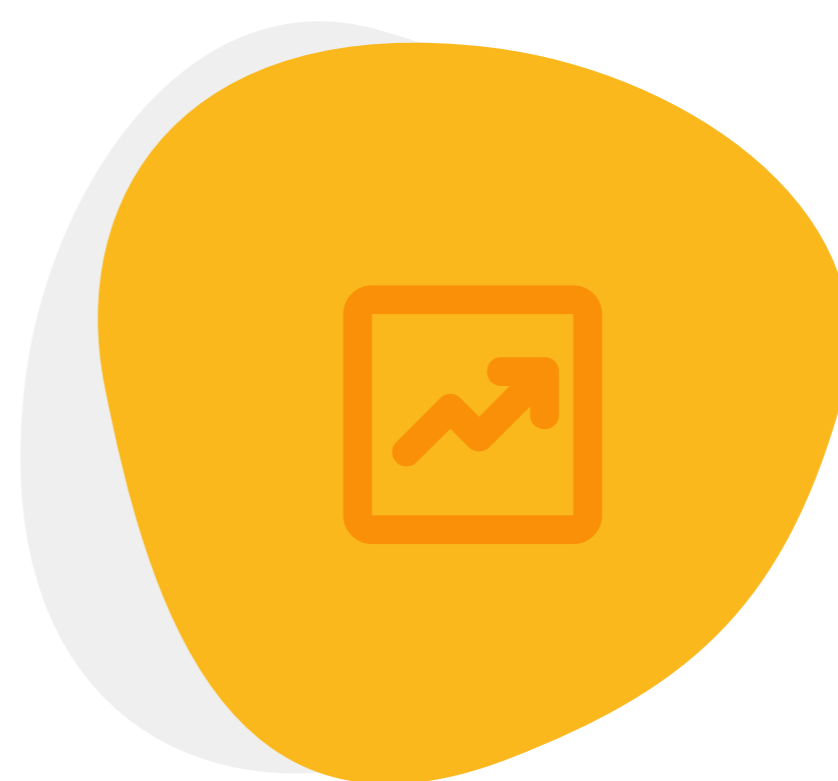
Hyper-personalised.

With dynamic content tailored to each individual.



Fully integrated.

A core part of the modern martech stack, not a silo.



Completely measurable.

With the same analytical rigour as any digital campaign.

“ This is the new reality of direct mail.



Cutting through digital noise with tangibility effect.

In an economy of attention, a physical touchpoint is a competitive advantage. Direct mail commands focus in a way digital channels no longer can.

Attention.

134 seconds

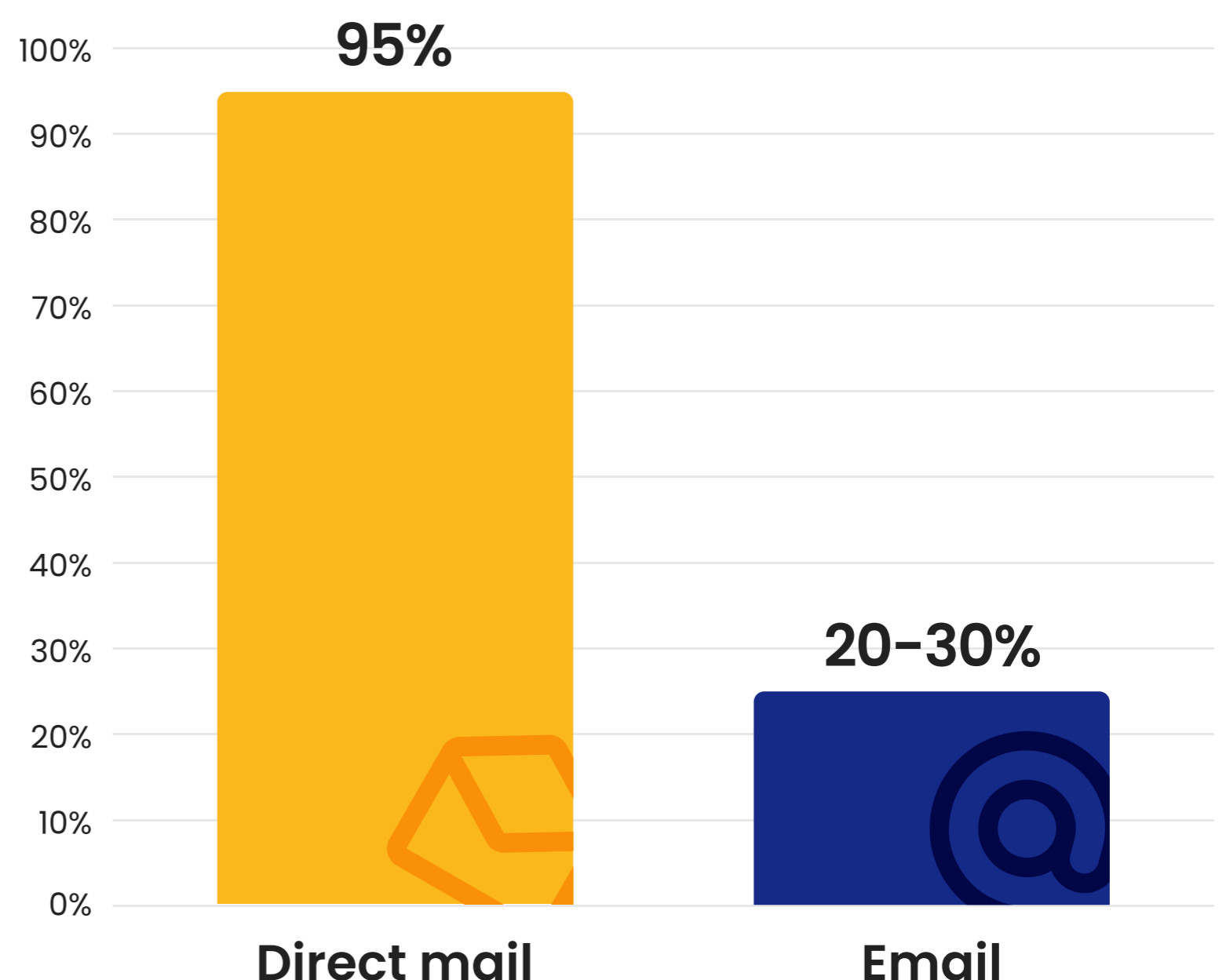
Average time spent with a direct mail piece.

(This provides undivided attention at a highly competitive cost-per-minute rate.)

Brand recall.

Direct mail has a **70% higher recall rate** than digital ads.

Open rate.



In a world of digital noise, tangible touch-points command attention.

Every day, customers are bombarded with digital marketing messages, leading to banner blindness and overflowing inboxes. Yet, a physical, personalised touch-point breaks through the clutter, delivering unparalleled engagement and return on investment.



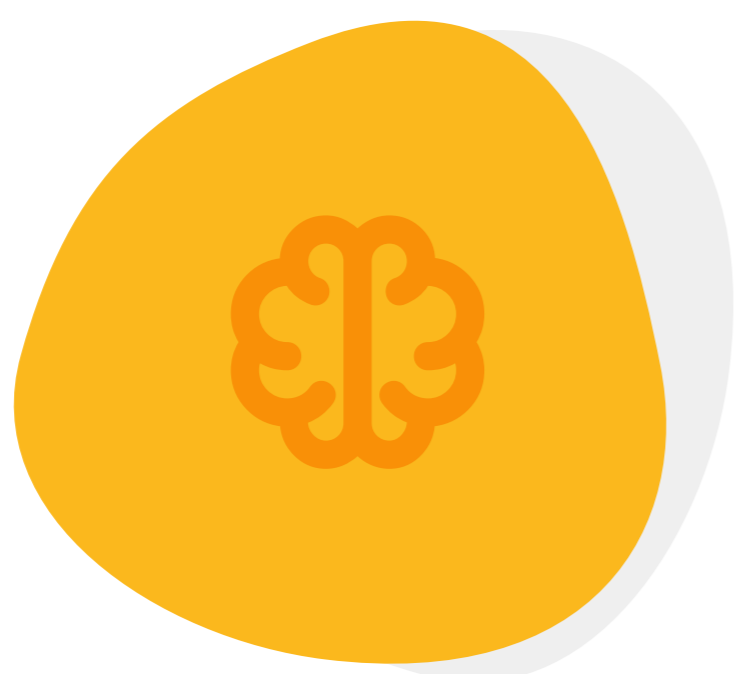
84%

of marketers agree direct mail provides the highest ROI of any channel they use.



95%

Open rate for direct mail vs. 20-30% for email.
(Source: DBS Data)



70%

Higher brand recall than digital advertising.



82%

of marketers are increasing their direct mail spend in 2025, a staggering increase from 58% in 2024.



Build your own tangible touchpoint playbook.

1. Define your 'moments'.
Map the four elements - Elevation, Insight, Connection, Celebration - to your own customer lifecycle. Identify key opportunities to break the script and create a memorable experience.

2. Integrate your tech stack.
Connect your CRM or marketing automation platform to an automated mail platform. Ensure your customer data is clean and ready to be used for personalisation.

3. Master the mailpiece.
Focus on the fundamentals. A compelling offer, clean design, high-quality visuals, and a benefit-led headline are non-negotiable.

4. Rigorously test your CTA.
As shown later in the Equinox case study, it shows this is your highest-leverage testing opportunity. Start with a simple A/B test on your next campaign.

Define your moments.

The strategic framework: Engineering 'powerful moments'.

The most effective marketing isn't about reaching people; it's about creating memorable experiences. Based on the work of Chip and Dan Heath, we can engineer 'defining moments' for customers using direct mail.

Elevation.

Experiences that rise above the routine. Use sensory appeal and break the script to surprise and delight.

(e.g. A high-impact welcome kit).

Insight.

Delivering "Aha!" moments where a customer discovers a truth about their needs and your solution.

(e.g. Educational mailer triggered by website behaviour).

Connection.

Forging authentic, personal bonds. Use data to send personalised messages that make customers feel known and valued.

(e.g. A gift for a personal milestone).

Celebration.

Commemorating achievements and milestones to generate pride and loyalty.

(e.g. Celebrating a one-year customer anniversary).



Define your moments.

Applying the framework across the *customer lifecycle.*

Awareness.

Create moments of:  Elevation  Insight

Play: An interactive mailer with a QR code leading to a value-prop video.

Consideration.

Create moments of:  Insight  Connection

Play: Trigger a personalised brochure with product samples based on specific web pages visited.

Conversion.

Create moments of:  Connection  Elevation

Play: A 'deal acceleration' kit with a high-value gift and a final incentive for a qualified lead.

New customer.

Create moments of:  Elevation  Celebration

Play: A premium welcome box that sets a positive tone for the new partnership.

Retention.

Create moments of:  Connection  Celebration

Play: A re-engagement mailer with an exclusive offer for lapsed customers.

Advocacy.

Create moments of:  Connection  Elevation  Celebration

Play: A surprise-and-delight gift to thank a customer for a referral or positive review.

Integrate your tech stack.

The engine room: Automation and omnichannel integration.

Modern direct mail isn't manual. It's programmatic, data-driven, and fully integrated with the tools you already use. Digital actions can trigger physical, real-world responses automatically.



Digital triggers launch physical responses.

Omnichannel recipes.

DM + CRM.

Use rich customer data to trigger hyper-personalised mailers for milestones, anniversaries, or loyalty tiers.

DM + marketing automation.

Create workflows that send a postcard after a prospect abandons a cart or a high-value welcome kit after their first purchase. Direct mail reduces cart abandonment by an average of **14%**.

(Source: Stannp.com)

DM + email.

Reach email non-openers with a physical mailer to reinforce the message, or send a postcard teaser before a major email campaign launches.

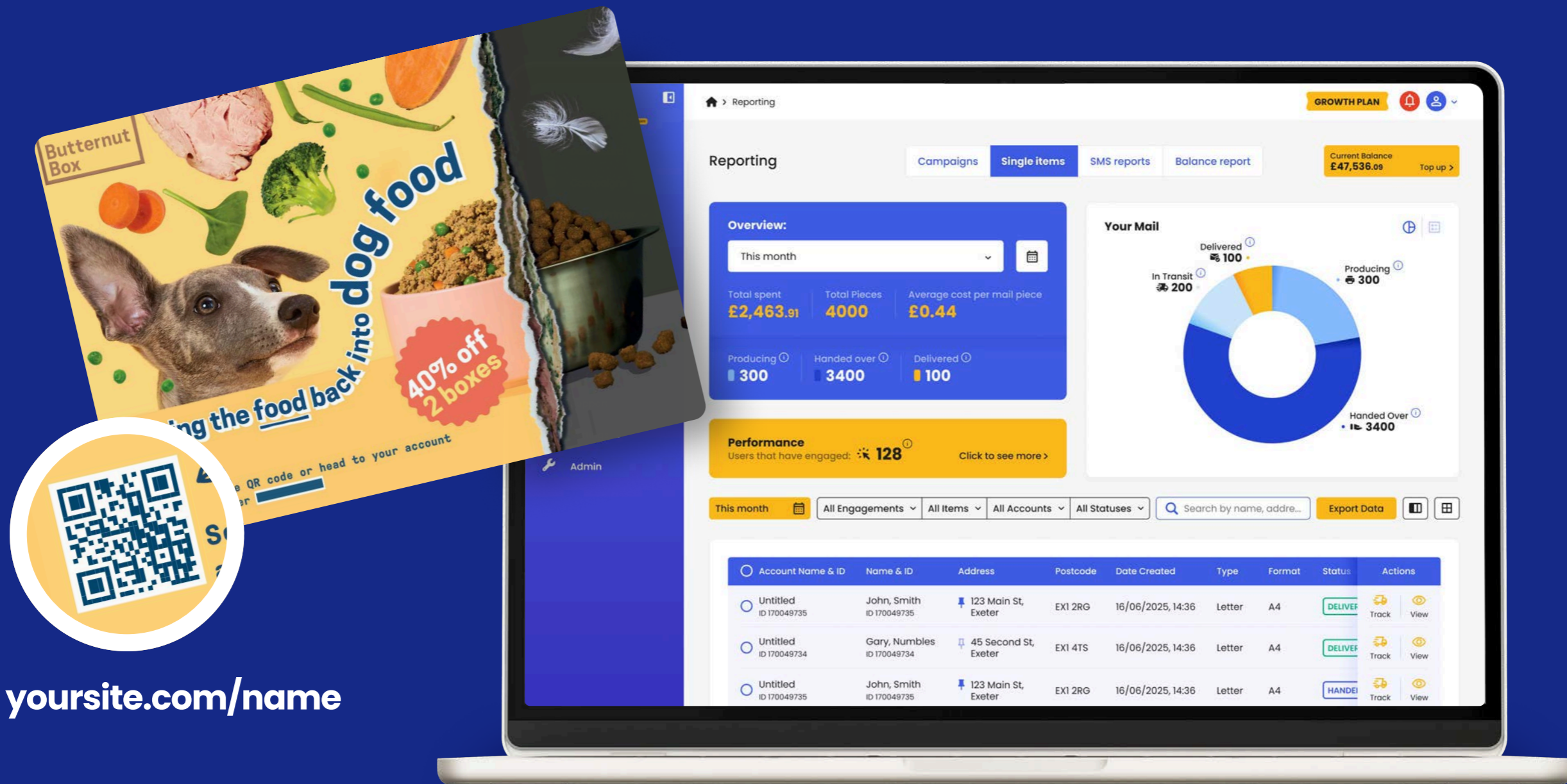
Campaigns that incorporate direct mail see a **52% higher likelihood of reporting ROI benefits.**

Integrate your tech stack.

Measurement that matters: Proving the ROI of tangible touchpoints.

“ You can measure direct mail with the same rigor you use for digital. ”

How it works.



PURL: yoursite.com/name

Personalised URLs (PURLs) and QR codes connect each mailpiece to your digital analytics, allowing you to track the entire journey from mailbox to conversion.

Key metrics to track.

Engagement rate

The percentage of recipients who scan a QR code or visit a PURL.

Benchmark: The median engagement rate is **1.63%**, with top-performing campaigns achieving **5.29%** and above. (Source: Stannp.com)

Conversion rate

The percentage of engaged users who complete the desired action (e.g. purchase, sign-up).

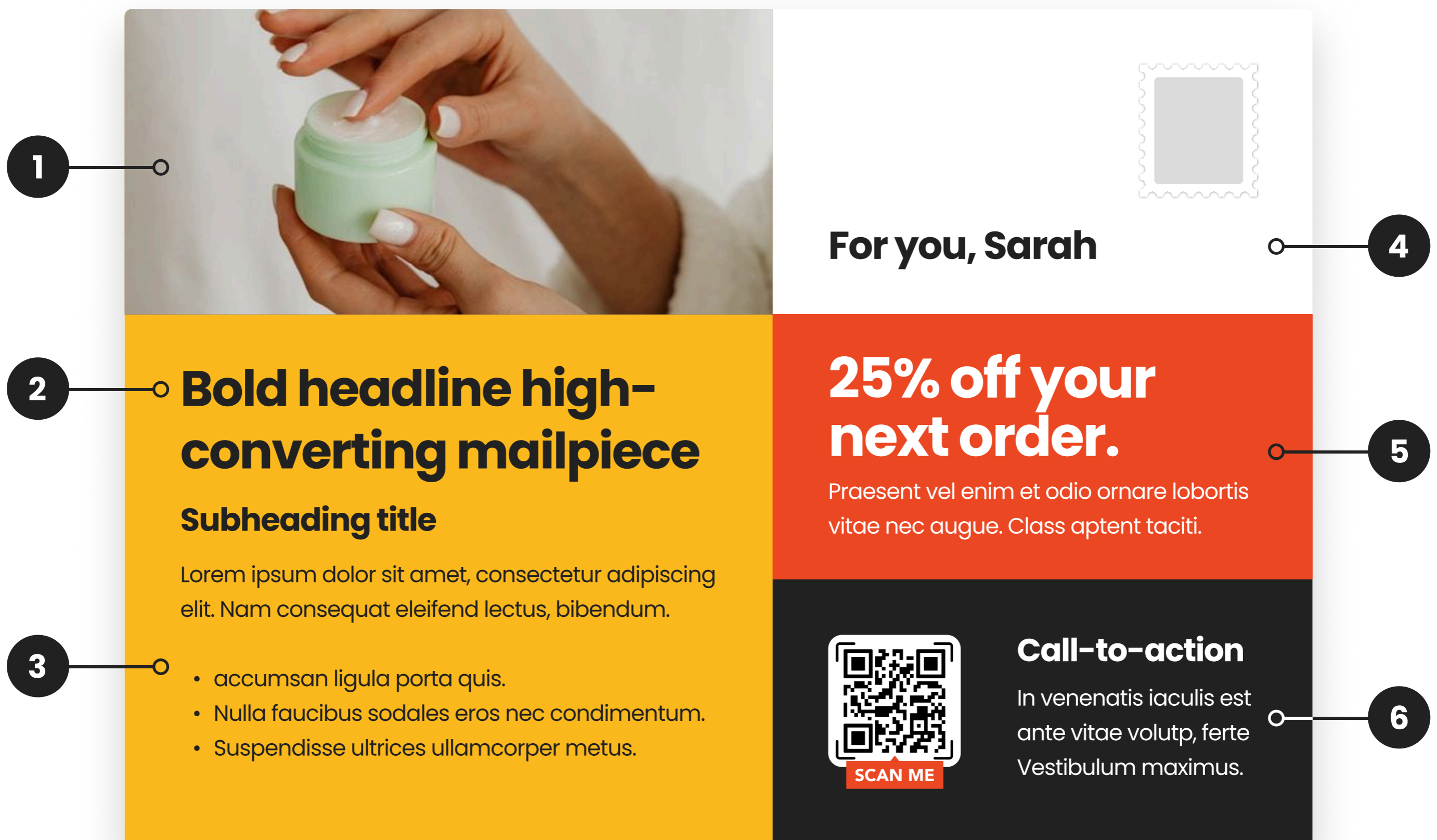
Benchmark: DM-driven website visits convert to purchase at an impressive **38%** rate.

CPA & ROI

Cost Per Acquisition (CPA) & Return on Investment (ROI).

Benchmark: Attribute revenue directly back to your mail campaigns to prove definitive business impact.

Anatomy of a high-converting mailpiece.



1. The headline.

The crucial first impression. Must be bold, compelling, and highlight a key benefit. Keep it short and specific.

(Source: Infinity Direct)

2. The visuals.

Use high-resolution images that are on-brand and emotionally resonant. Employ whitespace effectively to avoid clutter and create a strong visual hierarchy.

(Source: Visme)

3. The copy.

Keep it concise and benefit-focused. Use subheadings and bullet points to guide the reader. Avoid jargon.

(Source: Infinity Direct)

4. The personalisation.

The top use of data in direct mail. Go beyond the name; reference past purchases, location, or customer status to make the message feel 1-to-1.

(Source: Lob)

5. The offer.

The reason to act. It must be clear, valuable, and relevant to the target audience.

(Source: Infinity Direct)

6. The CTA & bridge.

The most important element. What do you want them to do? Make it obvious, urgent, and easy. A trackable QR code or PURL is the essential bridge to digital measurement.

(Source: The Printed Image)



The technology investment that changed everything.

Key idea

Royal Mail's sustained investment in technology across its entire operation created the foundation for a transformed product.

The transformation of direct mail into a modern marketing channel did not happen by accident. It is the result of deliberate, sustained technology investment by Royal Mail across every layer of their operation, from logistics infrastructure and address data management to pricing architecture and tracking capability.

That investment, working in combination with a new generation of SaaS platforms built on top of it, has produced something genuinely new: a programmable, measurable, digital-grade marketing channel delivered physically through the letterbox.

“

Royal Mail's technology investment didn't just modernise their operation. It created the technical foundation for an entirely new marketing product. ”

The infrastructure that enables modern direct mail includes:

Each of these capabilities, individually, improved operational efficiency.

Together, they created something more significant: the ability for SaaS platforms to build simple, accessible interfaces on top of a sophisticated logistics and data infrastructure and deliver that capability to marketers who had never previously considered direct mail.

- Royal Mail Downstream Access (DSA) wholesale pricing, making mail economically competitive with digital channels.
- Address validation against the Postal Address File (PAF), ensuring accuracy and eliminating waste.
- Machine-readable barcodes enabling automated sorting and real-time tracking.
- Pre-sorting capability that unlocks further postage efficiencies.
- Delivery confirmation and engagement tracking infrastructure.

The takeaway

The technology evolution of direct mail.

Sustained investments and modern SaaS platforms have modernised the physical letterbox, turning it into a **programmable, measurable, and highly optimised** marketing channel.



Master your mailpiece.

Design for impact. Write for action.

Design for the scan moment.

✔ Visual hierarchy.

Guide the eye to the offer and CTA.
Use bold headlines and subheadings.

✔ Use white space.

Don't clutter the message. Give elements room to breathe.

✔ High-quality visuals.

A single, compelling image is better than ten indecipherable ones.

✔ Strategic QR codes.

Make it large (min 4cm x 4cm) with clear space around it. Place it where the eye naturally lands.

Craft a call-to-action that converts.

✔ Be specific.

"Call us for a free quote" is better than "Contact us!".

✔ Create urgency.

"Offer ends Friday" or "Only 50 spots left".

✔ Promise value.

Answer "What's in it for me?". "Sign up for exclusive deals".

✔ Drive digital engagement.

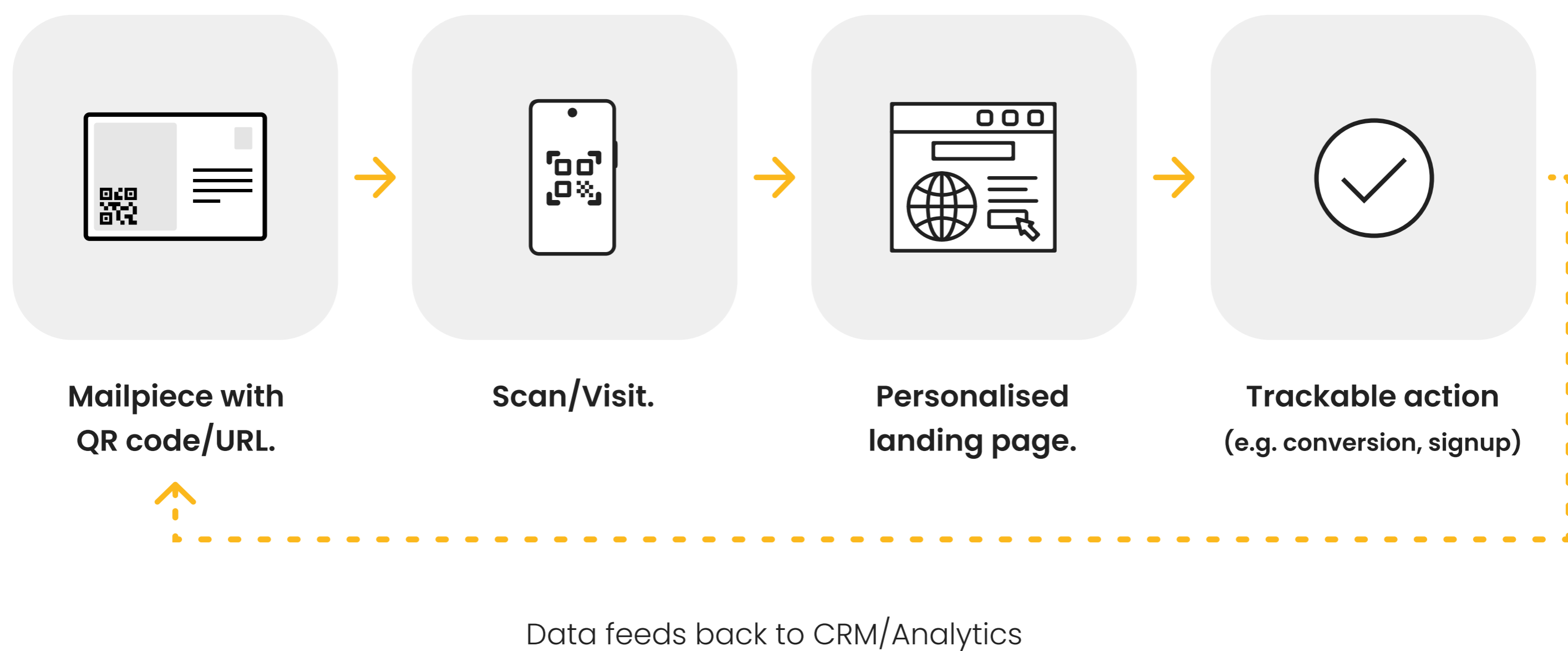
"Scan to enter our online contest" or "Unlock an exclusive online discount".



Master your mailpiece.

Measure what matters.

Modern direct mail is a fully trackable performance channel. By bridging the physical and digital, you can attribute engagement and revenue directly back to your campaigns.



Key measurement tools:

✓ QR codes & personalised URLs (PURLS)

Connect each mailpiece to a specific digital experience, allowing you to track who responded and when.

✓ Unique offer codes

Simple but effective ways to attribute conversions to specific campaigns or segments.

Core metrics to track:

✓ Response rate

% of recipients who take a trackable action.

✓ Conversion rate

% of responders who complete the desired goal.

✓ Cost per acquisition (CPA) & ROI

The ultimate measure of profitability.

Rigorously test your CTA.

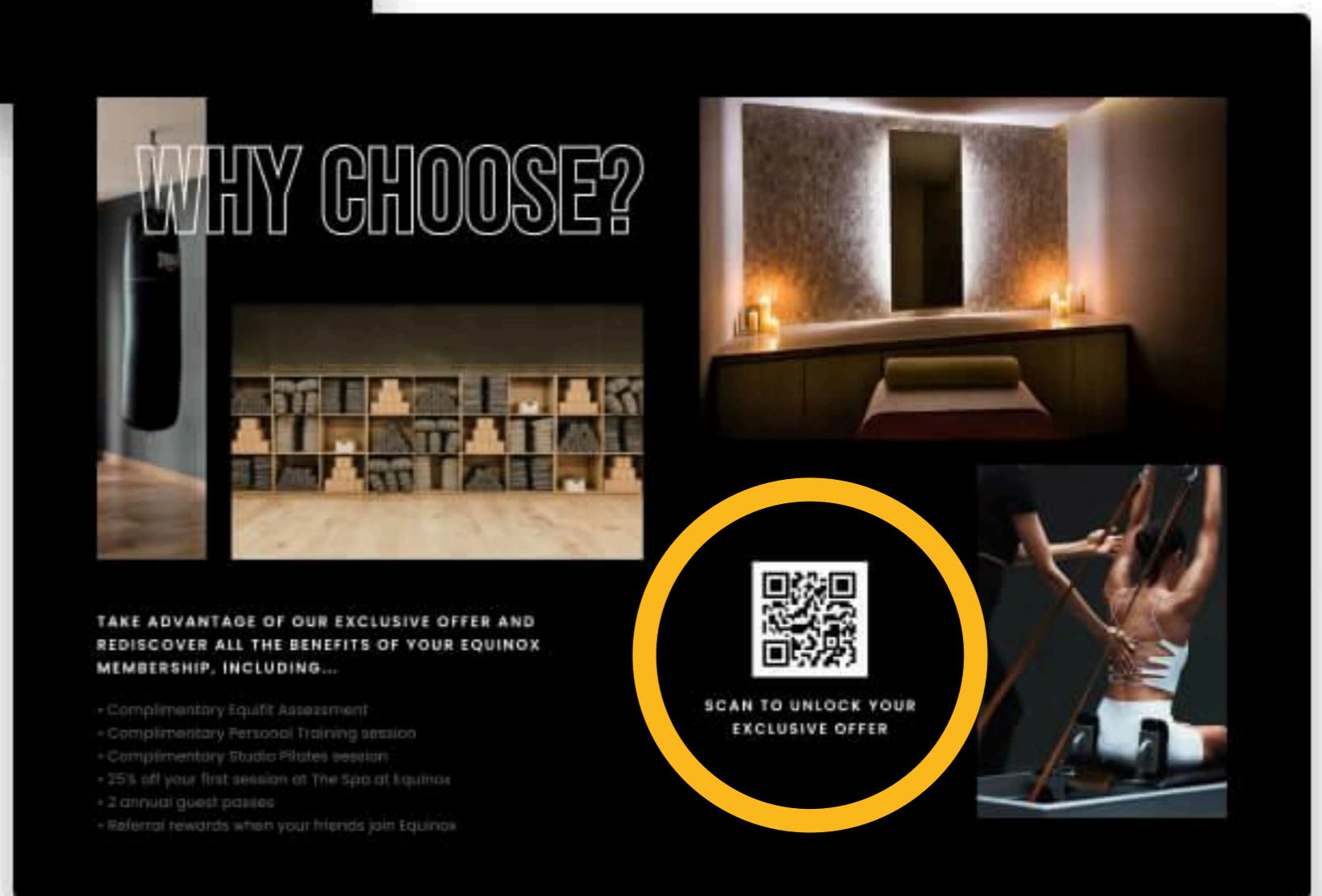
Case study: How six words drove a 10x increase in engagement.

The test: Luxury fitness brand Equinox A/B tested four different CTA phrases on otherwise identical mailers to reactivate lapsed customers.

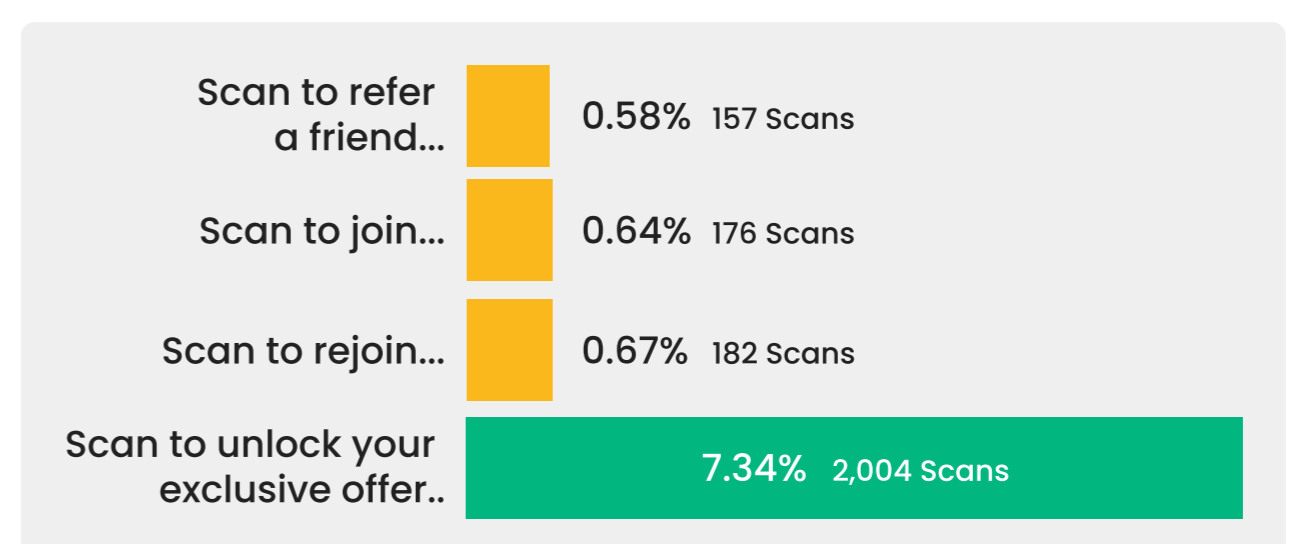
Key insight

The winning CTA wasn't transactional; it created a powerful moment by combining:

- **Curiosity:** "unlock"
- **Exclusivity:** "your exclusive"
- **Value:** "offer"



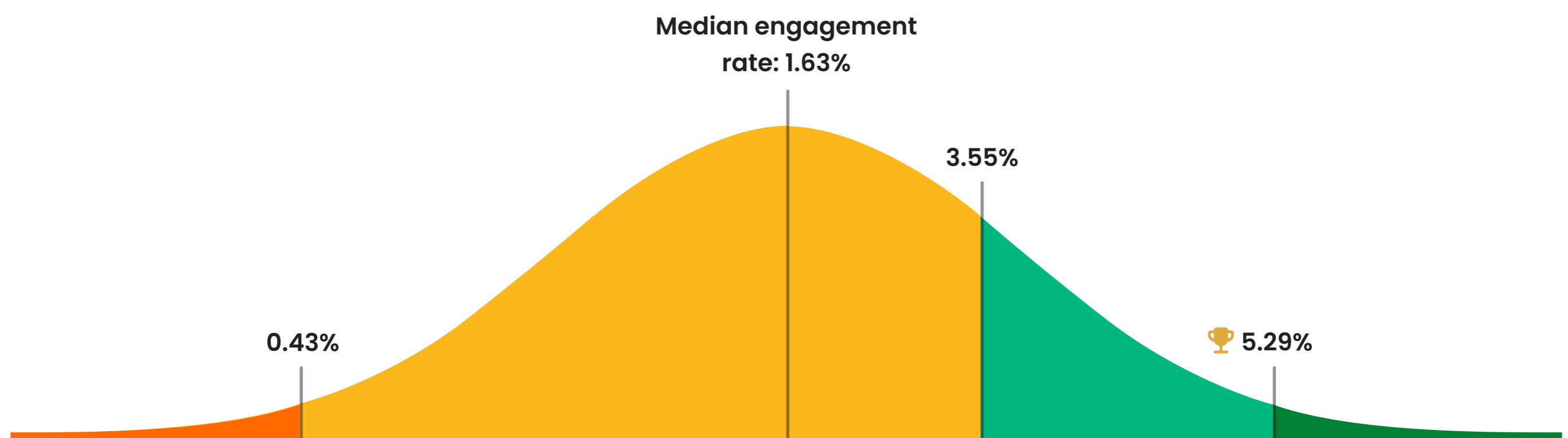
| CTA | QR scans | Engagement |
|---------------------------------------|----------|------------|
| "Scan to refer a friend..." | 157 | 0.58% |
| "Scan to join" | 176 | 0.64% |
| "Scan to rejoin" | 182 | 0.67% |
| "Scan to unlock your exclusive offer" | 2,004 | 7.34% |



Rigorously test your CTA.

Industry benchmarks: What does 'good' look like?

Based on an analysis of 5 million mail pieces, engagement rates (tracked by QR code scans) show a clear distribution. Understanding these benchmarks provides context for your own campaigns.



- Below average**
0 - 0.43%
- Average performance**
0.43% - 3.55%
- Above average**
3.55% - 5.29%
- Exceptional performance**
5.29% and above

Key takeaway:

By analysing engagement across 5 million items, we've identified what exceptional performance looks like.

The new value proposition: From impressions to relationships.

In an era of fleeting digital attention, the ultimate value proposition is a genuine connection. Modern direct mail is uniquely positioned to deliver this. It's not about interrupting a user's feed; it's about creating a tangible, memorable, and measurable moment that builds a real relationship.

The question is no longer "Should we do direct mail?"

The question is...

"How will we use it to create our most powerful customer moments?"

The programmatic moment.



- ✓ API-driven
- ✓ Measurable ROI
- ✓ API-MAP
- ✓ Hyper-personalised
- ✓ Tangible experience
- ✓ Omnichannel
- ✓ Dynamic content



Have you seen the quality of our print?

Explore our postcards, letters, and greetings cards. Perfect if you haven't tried all formats yet. Scan the QR code to order your free sample pack today!



www.stannp.com/uk/samples



The direct mail platform.