MODERN DIRECT MAIL

How to prepare a modern direct mail campaign: a practical 8-step process

Modern direct mail connects a personal printed mailing with customer data, a digital offer and results measurement. It works well, for example, for winning a second purchase, reactivating customers or looking after a VIP segment.

PILOT PROJECT

With Airmailer, preparing a pilot project can take just one week.

Together we choose a suitable scenario, and Airmailer helps arrange most of the remaining steps: working with the data, designing and personalising the mailing, preparing production and setting up measurement.

One week is the target preparation time, provided the data and materials are available and approvals are quick.

Timelines for printing, delivery and subsequent evaluation are set separately for each campaign.

Pilot preparation

target: 1 week

Printing and delivery

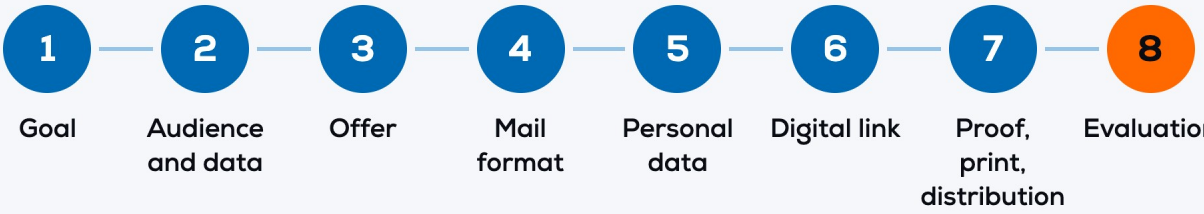
timing depends on format, volume and supplier

Evaluation

after delivery, based on the purchase cycle

PROCESS

The process in 8 steps



STEPS 1–2

1 Choose the campaign goal

Start with a simple question: what do you want to change? It could be a second purchase, bringing back inactive customers or introducing a complementary product. Together we choose a scenario that makes sense for your customer database and your business goals.

2 Select customers and prepare the data

Select a customer group based on purchase history and how well the offer suits them. Check addresses, duplicates and any objections to marketing. Do not fill in missing details by guesswork. Airmailer helps prepare the data and the segment together with your team.

PROCESS · STEPS 3–6

3 Prepare the offer

The mailing should explain why the offer is useful to the customer and what they should do next. It can include a discount, a product recommendation or a personal invitation. Together we design the message and the call to action.

4 Choose the mail format

A postcard suits a short message, while a letter offers more space and privacy. We choose the format based on the offer, the target group and the budget. Airmailer helps prepare the materials for printing and distribution.

5 Check how personal data is handled

Before the campaign, assess the legal basis, the information provided to customers, objections and data security. Under certain conditions, direct marketing can rely on legitimate interest; the specific approach needs to be assessed for each campaign and target market.

6 Connect the mailing to the digital world

A QR code or short URL can take the customer straight to a page with a relevant offer. The link and any code help track responses. Personal data and internal CRM identifiers do not belong in a readable URL. Opening a link does not, on its own, prove who used it.

PROCESS · STEPS 7–8

7 Approve the proof, printing and distribution

Before production, check the look of the mailing, the salutation, addresses, the QR code and the landing page. Airmailer helps arrange personalisation, printing and distribution. Production and delivery timing depends on the format, volume and chosen supplier.

8 Measure the real impact

Before sending, it is a good idea to randomly set aside a control group that will not receive the mailing. Comparing purchases between the two groups helps estimate how many additional orders and how much additional margin the campaign generated. QR scans and code redemptions are a useful supplementary signal, but they do not capture every purchase.

Target group	Control group
receives the mailing	does not receive the mailing

Difference in purchases between the groups = additional orders and margin generated by the campaign.

We set the measurement period based on your customers' purchase cycle. **Results are evaluated after the campaign is delivered, separately from the one-week pilot preparation.**

WORKING TOGETHER

What does the client prepare and how does Airmailer help?

Client

- Knows its customers and business goals
- Provides the necessary data and materials
- Approves the segment, the offer and the final mailing

Airmailer

- Designs the scenario with the client
- Helps arrange data preparation and personalisation
- Helps arrange printing, distribution and the evaluation plan

The exact division of work and level of automation are agreed based on the client's systems and needs.

How quickly can a pilot be prepared?

With the data and materials ready and people available for approvals, preparing a pilot project can take just one week. We confirm the schedule based on the specific brief. Production, delivery and results measurement follow on their own timelines.

What does a campaign cost and what response can you expect?

The price depends on the number of mailings, format, personalisation, printing and distribution. Success is best judged by incremental margin after costs. The result depends mainly on the segment, the offer and the timing; no universal response rate can be guaranteed.

Want to find the right scenario for your customers?

Book a presentation or order free samples at **airmailer.eu/en**