

Increase Conversions with  
**DIMENSIONAL MAIL**



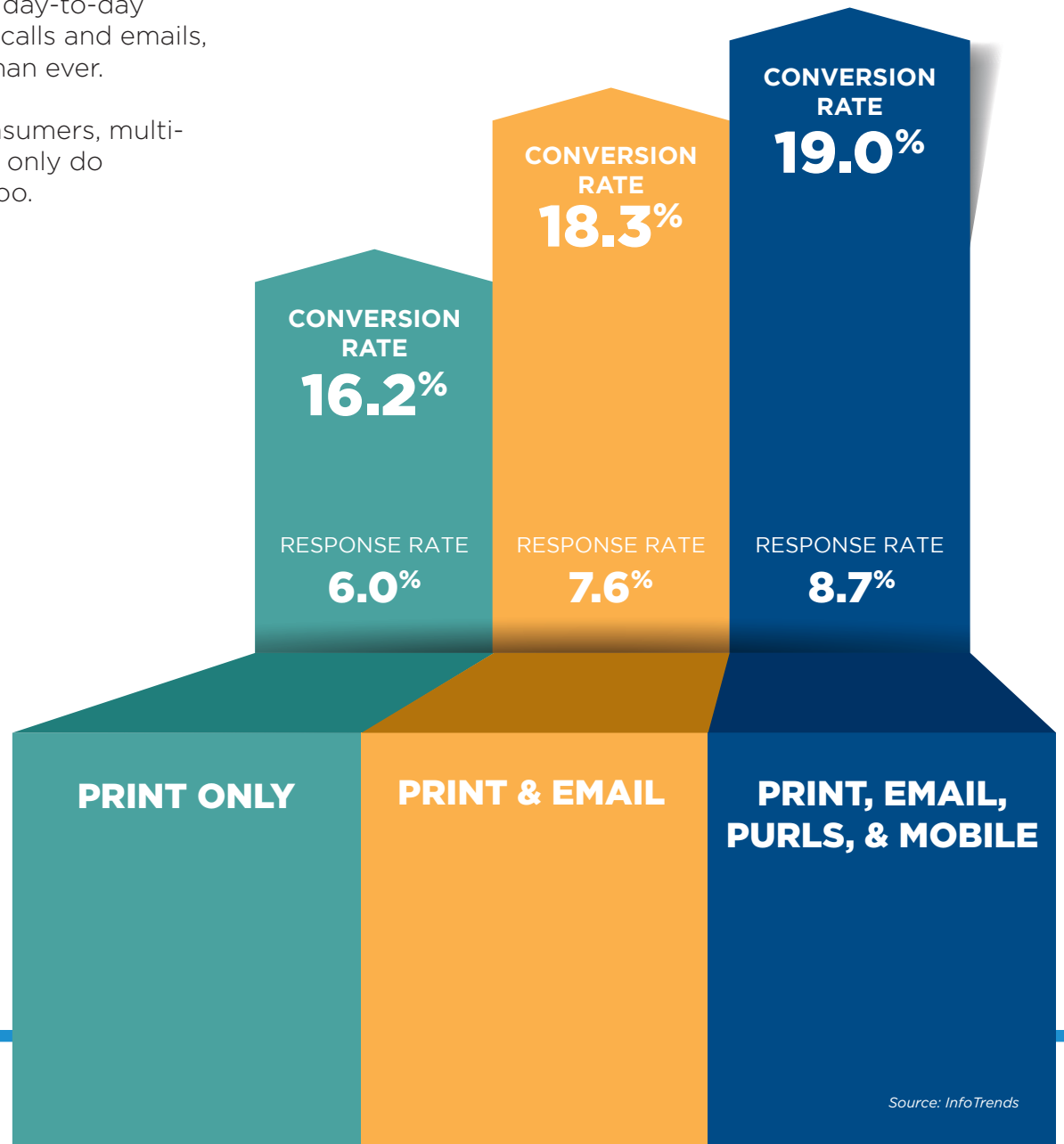
# Increase Conversions with Dimensional Mail

We live in the busiest time in human history and capturing attention has never been more challenging. Our day-to-day business lives are overwhelmed by a blizzard of calls and emails, which makes reaching potential clients harder than ever.

In a multi-screen world filled with distracted consumers, multi-channel sales & marketing produces results. Not only do response rates go up, but conversion rates do, too.

*Incorporating high-impact tangible pieces into your multi-channel strategy is a proven way to remove roadblocks, reach C-Level executives and speed up the purchase decision.*

Check out the following pages for examples of tangible pieces that drove results.



# Use Case #1

## INDUSTRY

Data storage

## WHAT THEY SENT

A Japanese takeout box with a mock gift card, branded chop sticks and a personalized postcard with a unique URL.

## WHY IT WORKED

The creative packaging and chopsticks that were included in this piece certainly demand attention. Slotting meeting time into a lead's schedule is no easy feat, but the offer to take care of the cooking for one night (with a \$150 sushi gift card) is hard to turn down.



- ◀ By using physical items to connect with customers, the experience with your brand stimulates multiple senses and emotions, making the interaction more memorable.

# Use Case #2

## INDUSTRY

Online marketing

## WHAT THEY SENT

A box full of dog treats and toys, paired with a personal note from a sales rep that mentions the lead's pets and asks if there is a good time to connect this week.

## WHY IT WORKED

This piece surprises and delights recipients, and a happy dog means a happy owner. People love their pets, and this fun piece pulls at their attention and heartstrings. It's much easier to make a personal connection with leads and customers by referencing something that is important to them.



# Use Case #3

## INDUSTRY

Inbound call intelligence

## WHAT THEY SENT

A custom box that prompts leads to do an audit of their current results and compare those to what they could be achieving with the company's platform. The box also includes a mock gift card.

## WHY IT WORKED

This piece clearly demonstrates the prospect's pain points and the value in learning more about the company's solution. The offer for a \$50 Amazon gift card upon demo completion sweetens the deal for any leads who aren't sure if they can dedicate the time for a demo.



# Use Case #4

## INDUSTRY

Technology manufacturing

## WHAT THEY SENT

A branded mug, coffee and personalized note to leads they just met at an industry tradeshow.

## WHY IT WORKED

Not only are people wiped out after attending a tradeshow, but they're also bombarded by emails and calls from potential partners. This piece helps the solution provider stand apart from the rest by thanking leads for visiting the booth and encouraging them to sit back and enjoy a cup of coffee.



# Use Case #5

## INDUSTRY

Outdoor consumer goods

## WHAT THEY SENT

A branded water bottle and a card to encourage customers to join the membership rewards program.

## WHY IT WORKED

Outdoorsy people love gear... especially free gear. The inclusion of a branded water bottle is a great way to grab attention and introduce the many benefits customers will receive as members of the rewards program.



# Where and when to add personalized dimensional mail to your sales and marketing strategies



## SHORTEN SALES CYCLE

### Population:

Leads who have become slow or stagnant in converting to customers.

### Strategy:

Reduce time gaps with a relevant gift to demonstrate that the lead is valued and keep your company top of mind.



## THANK YOU

### Population:

Loyal, high value customers.

### Strategy:

Surprise and delight with a thoughtful gift and personalized note.



## WISH LIST OR ABANDONED CART

### Population:

Online visitors with wish list or abandoned cart, but no purchase in 2 weeks.

### Strategy:

Rekindle interest in your product or service using a memorable dimensional mail piece that ties into abandoned cart.



## SEASONAL GIFTING

### Population:

Existing customers and prospects.

### Strategy:

Keep your brand top of mind and let your customers know you're thinking of them during the holidays.



## EMAIL COLLECTION

### Population:

New visitors who did not complete the sign up process, or leads who don't have a valid email on file.

### Strategy:

Trigger the send of a fun invitation with email program benefits - encouraging reader to opt-in.



## HAPPY ANNIVERSARY

### Population:

Existing customers who are celebrating a milestone with you.

### Strategy:

Trigger the send of a thoughtful gift to surprise and delight customers.



## WIN-BACK

### Population:

Customers who have not opened, clicked or purchased in 12+ months.

### Strategy:

Reconnect using a dimensional mail incentive if email is not receiving a response.



## PREFERENCE MANAGEMENT

### Population:

Existing customers who checked 'Yes' to receive a paper copy.

### Strategy:

Be ready to trigger the send of a printed version of statement or customer service letter when requested.



## About PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services.



Integrated with Salesforce Sales Cloud to give sales teams new avenues to connect with prospects and clients through gifts and personalized messages.



Integrated with your marketing automation platform or Salesforce Sales Cloud to create tangible, 1:1 multi-channel customer journeys.