PRODUCT CARD

DIRECT MAIL CAMPAIGNS

From broad-reach mail to personalized one-to-one communication.

DESCRIPTION

Prolific produces and coordinates bulk, targeted, personalized and variable-data direct mail by connecting creative, print, data, finishing, postal preparation and distribution.

FORMATS & SERVICES

- Postcards, letters and self-mailers
- Bulk and addressed campaigns
- Personalized text, images and offers
- Variable-data communications
- Matching, sorting and distribution

CUSTOMER OUTCOMES

Right mail format

Fit the format to the audience, message and objective.

Greater relevance

Use personalization and versioning where appropriate.

Fewer preventable issues

Control postal, matching and scheduling requirements.

BEST FOR Retail, financial services, credit unions, co-ops, utilities, nonprofits, healthcare, education and government.