

SAVE DIRECT MAIL

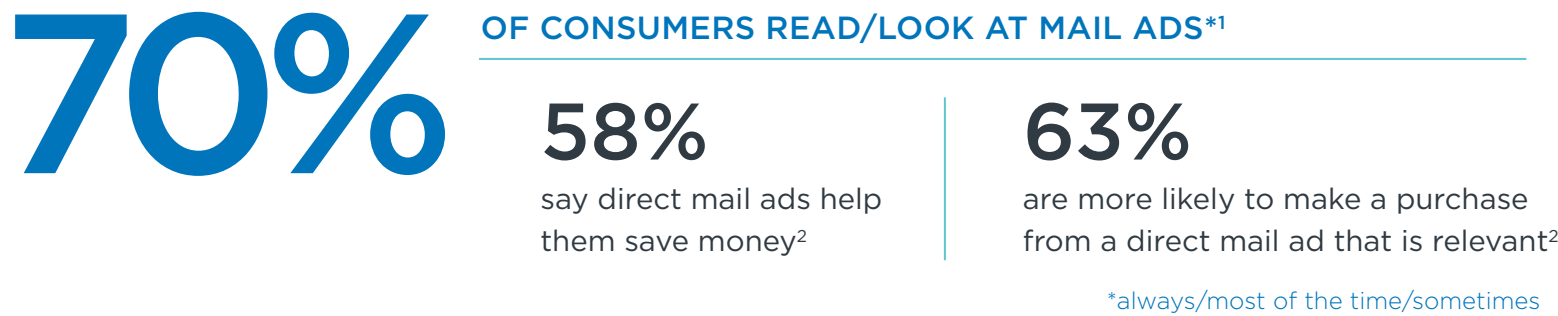
Raise Response + ROI
IN A BIG WAY

Direct Mail makes an impact in kitchens and living rooms across America as consumers look for valuable offers and decide where to buy everyday items — online and in store.

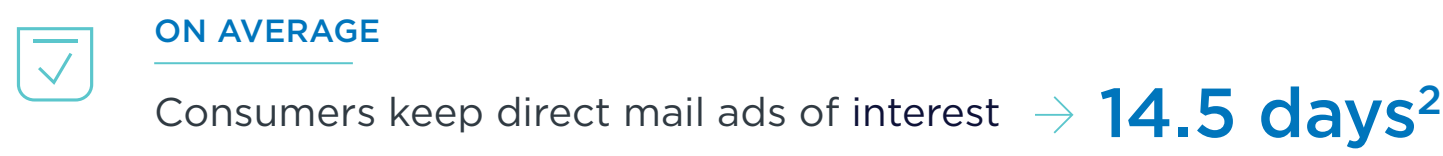


DIRECT MAIL ADS

DRIVES HIGH READERSHIP AND RESPONSE

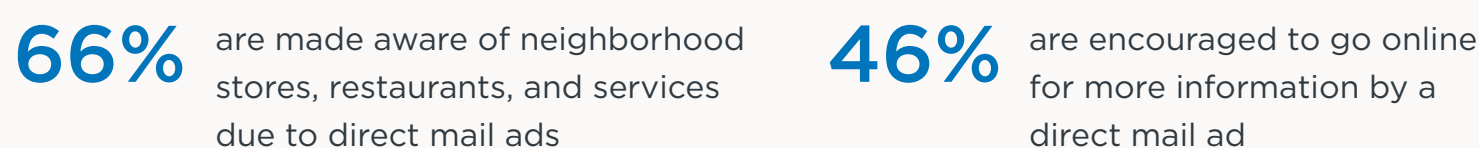


EMPOWER SHOPPERS WHO SEEK AND SAVE IT



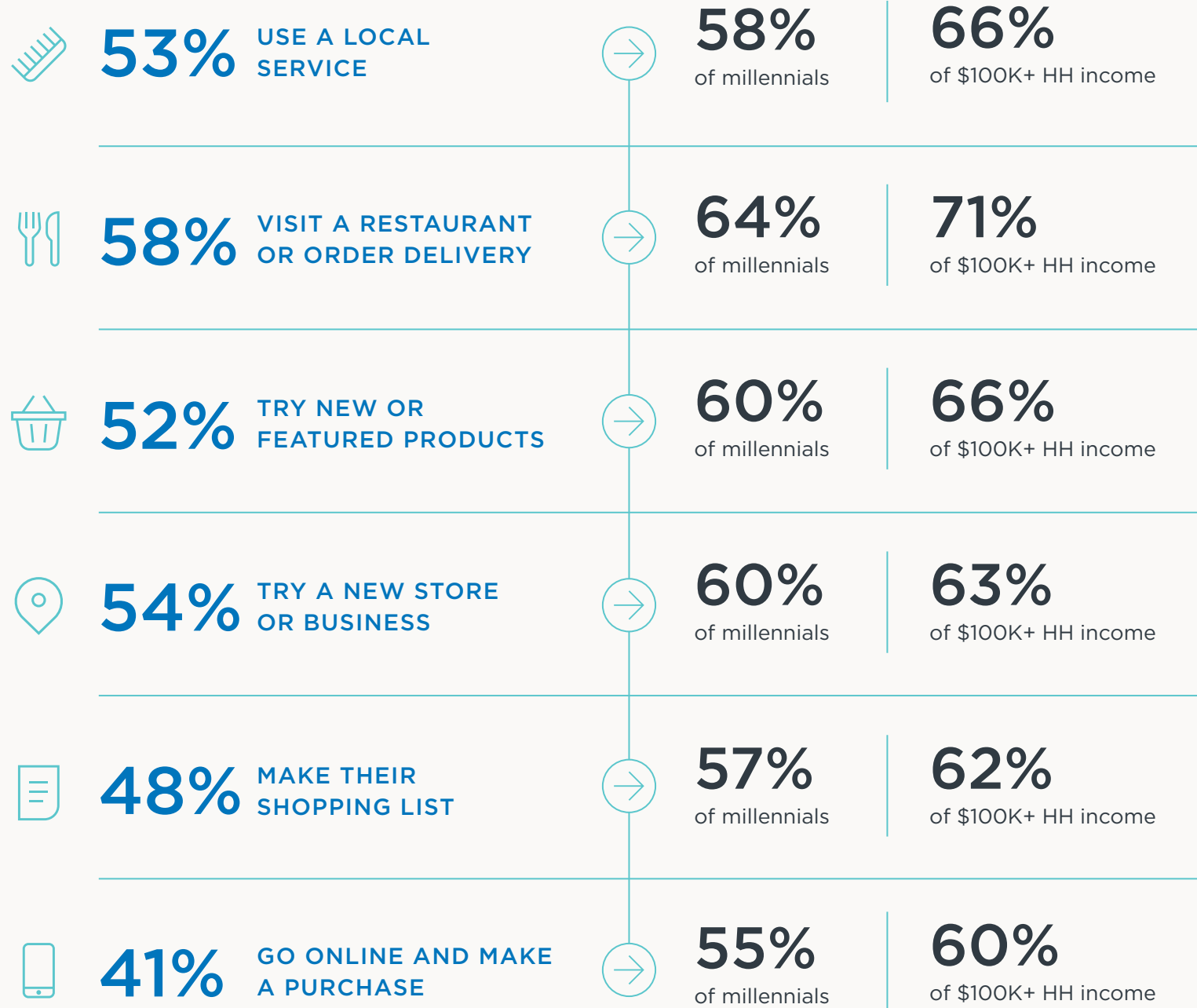
INFLUENCE CONSUMERS THROUGHOUT THE PATH TO PURCHASE

INCREASE AWARENESS²



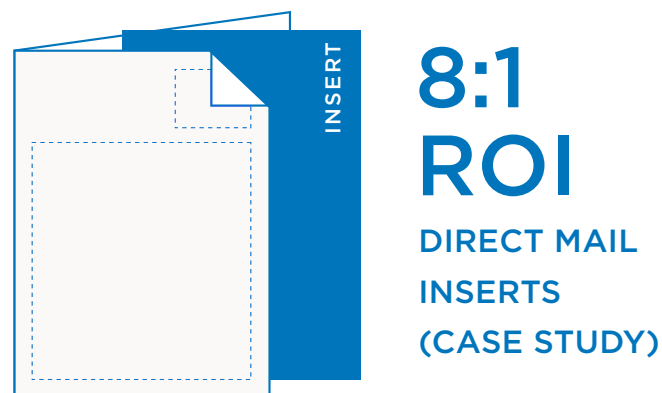
MOTIVATE ACTION²

Direct Mail ads prompt consumers to

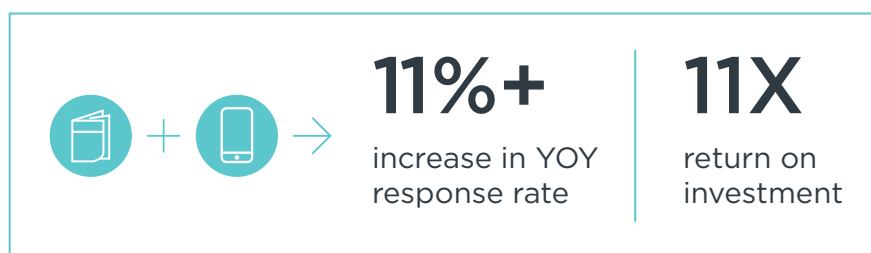


SAVE DIRECT MAIL DRIVES ROI

CLIENT CASE STUDIES PROVE ITS POWER — ALONE OR AS PART OF A MULTICHANNEL CAMPAIGN³



DIRECT MAIL WRAP AND DYNAMIC MOBILE (CASE STUDY)



ULTIMATE SAVE DIRECT MAIL BENEFITS

- > **Efficiently reach your consumers** across a neighborhood or market, nationwide
- > **Utilize our powerful intelligence** to identify areas of best potential buyers
- > **Drive engagement** at key planning moments, as well as traffic, sales, and ROI
- > **Optimize within an omnichannel campaign** to influence the same consumers at home and away



To learn how Save Direct Mail engages and influences consumers as they plan, shop, and save, visit: Vericast.com/ValassisMarketing

Sources: 1| Vericast Awareness-to-Action Study, March 2021. n = 1,920 respondents, 2| Vericast Awareness-to-Action Study, November 2020. n = 1,868 respondents, 3 | Case studies based on client campaign performance; sample of real-world client results