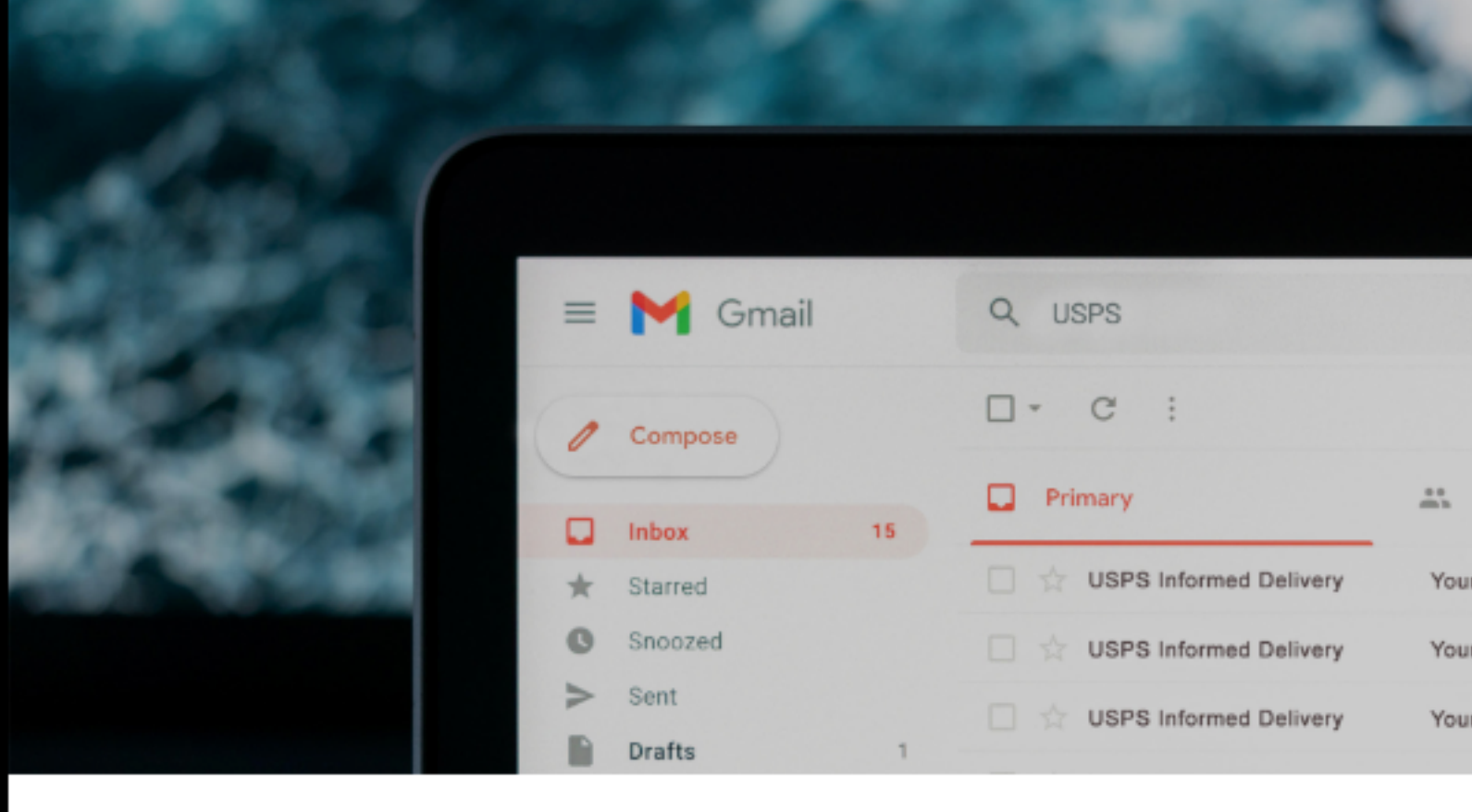


# SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



## USPS INFORMED DELIVERY PROMOTION IS IN FULL SWING

This year's USPS [Informed Delivery](#) promotion began August 1st and runs through the end of 2022. The promotion provides a 4% discount on postage when incorporating Informed Delivery as part of your mailing package.

The timing of this year's Informed Delivery promotion is especially valuable in bolstering the ROI of your direct mail campaigns as it coincides with a [temporary postage increase](#) from October 2, 2022 through January 23, 2023 as part of the USPS [Delivering for America](#) plan to help handle the influx of parcels during the upcoming holiday season.

Designed to help bridge physical mailboxes with digital inboxes, the 2022 Informed Delivery promotion is applicable to:

- First-Class Mail™ automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

Of course, Informed Delivery is only useful if you have the marketing collateral necessary to build a direct mail campaign, and [we can help](#) ensure you have what you need when you need it in order to take advantage of this year's Informed Delivery promotion.

## Informed Delivery is easy to use, and easy to add to existing customer campaigns

[Informed Delivery](#) allows residential postal customers to digitally preview and manage incoming mail and packages. For business mailers and marketers, the USPS offers Informed Delivery interactive campaigns, which are an easy way to take your direct mail campaigns omni-channel.

Integrating Informed Delivery to existing customer direct mail campaigns is fast, easy, and can help significantly bolster the effectiveness and ROI of your direct mail marketing. In fact, it's so simple you can do it in just three easy steps:

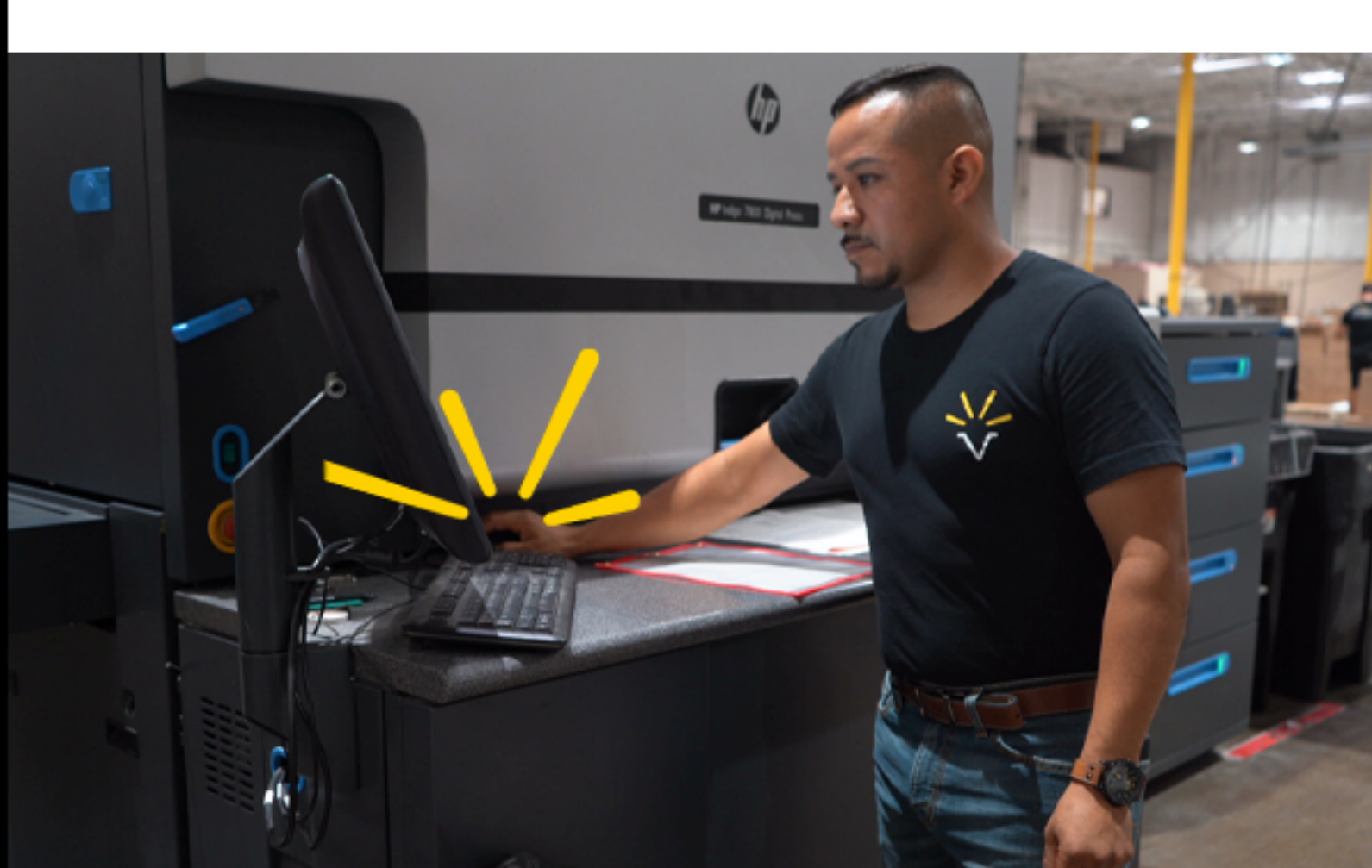
1. Connect with your Varispark contact to let them know you're interested in using Informed Delivery
2. Determine if you'd rather have a custom image or picture of the mailer displayed in the recipient's inbox
3. Decide the appropriate URL for the Informed Delivery image to direct recipients to — i.e. an offer landing page or website page



## Speaking of direct mail, these postcard programs are pretty inspiring....

We know that when designed effectively with the right pieces in place, direct mail can be a valuable marketing tool as part of an omnichannel push. To help ensure your direct mail piece hits home, here are some examples of innovative, inspiring postcard programs that will help get you thinking about how to take your postcards to the next level.

SEE WHY THESE POSTCARDS HAVE US EXCITED



## VARISPARK CORE VALUES: EXCELLENCE

This year, we're using our newsletter to highlight Varispark's core values. Each quarter we'll look at one core value, its place in our mission, and how we strive to exemplify that value each and every day. This quarter we want to talk about EXCELLENCE: What excellence means to us, how we strive to demonstrate excellence for our customers, and how the people who make Varispark go exemplify excellence every step of the way.

At Varispark, excellence is the ultimate standard by which we evaluate every customer interaction and step we take to help them succeed, but also how we communicate, collaborate, and support each other. To define excellence is to embody it, and our team showcases excellence by never settling for average results or mediocre outcomes, and by always striving to learn, grow, and be better than we were the day before. For us, excellence is a relentless pursuit of innovation, execution, accountability, and self-reflection, and it's at the core of what we do for each of our customers and every one of our team members.

Demonstrating excellence is a foundational element of every individual at Varispark — and that means it's at the heart of who we are and what we do. The importance we place on continued excellence drives each project we undertake, every relationship we build, and the success we experience.

## MEET THE PEOPLE OF VARISPARK

Rita Gomez

Production Coordinator



Rita Gomez embodies the dedication and determination that is at the core of who we are. After moving to the United States as a single mother to provide a better life for her family, Rita attended community college to both learn English and gain the right skills and experiences necessary to find a job that was right for her. Rita joined Varispark as a Machine Operator and has since elevated to the role of Production Coordinator on our Account Services team.

In her time with Varispark, Rita has become a United States citizen and watched her two children — Julio and Viviana — grow up in a world she envisioned for her family when she came to this country years ago. Not only does Rita brighten the Varispark office every day with her positivity and willingness to take on new roles and responsibilities, but everything she has accomplished in personal and professional life is such an inspiration to us all.

From everyone here at Varispark, we want to thank Rita for her continued hard work and commitment, and we couldn't be more thrilled that Rita calls Varispark her professional home.



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).