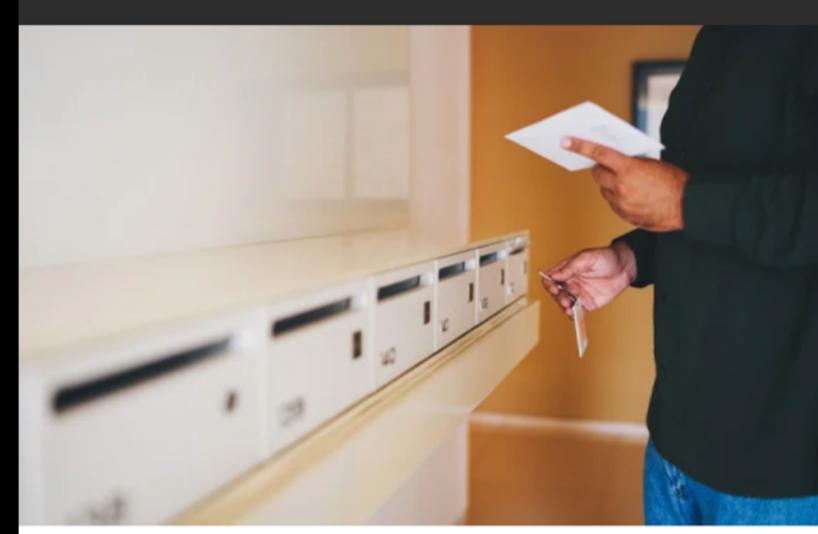


SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



The State of Direct Mail in 2023? Pretty Bullish, and Here Are Some Interesting Statistics About the Potential of Direct Mail Marketing... A recent report on the state of direct mail in 2023 found some eye-opening

statistics about the effectiveness of this print communication channel, each of which is especially interesting, as the email marketing channel continues to clog and the sheer number of digital ads leaves customers feeling fatigued. Some of the more impressive metrics around direct mail in this report include: 64% of consumers say direct mail has inspired them to action

- 80% of consumers share direct mail with friends or family, particularly if pieces include a promotion or coupon
- 71% of consumers say they read direct mail pieces the day they're
- received Nearly 60% of consumers visit a brand's website immediately after reading a piece of direct mail
- 48% of consumers say receiving direct mail makes them feel special, and 45% feel direct mail is an important method of building relationships with companies

without reading them.

can help companies effectively communicate with targeted audiences via a

What's more, only 13% of consumers say they throw out direct mail pieces

channel consumers trust and value. Plus, working with a strategic print partner that leverages a data-driven approach to direct mail campaigns can help you create high-ROI mailers that produce healthy response rates. But this is just the beginning when it comes to creating direct mail campaigns that

With an average response rate of about 4%, strategic, personalized direct mail

are designed to succeed. Our decades of experience as a trusted print marketing services partner can help you create a personalized direct mail strategy that delivers high ROI and helps you achieve your sales goals.

Source: "2023 State of Direct Mail: Consumer Insights." https://www.lob.com/ebooks/2023-state-of-direct-mail-

TRY OUR DIRECT MAIL ROI CALCULATOR

consumer-insights, 2023.



Communications. But Did You Know POD Can Also Help You Achieve Your Sustainability Goals? A recent report found that more than 70% of companies rank sustainability among their top priorities for the mid- and long-term future. This journey toward a more eco-friendly business model will more than likely touch every aspect of

how companies operate, and this could - even with the increased availability and

quality of recyclable papers and inks — make organizations a little hesitant to

Help You Create More Strategic Print

Print-on-Demand Technology Can

embrace print communications. However, the development and growth of digital print-on-demand (POD) technology — also known as on-demand print — can help companies print the same quality as traditional offset presses while also increasing the sustainability of their print communications through:

There's more to how print-on-demand can help you meet your sustainability

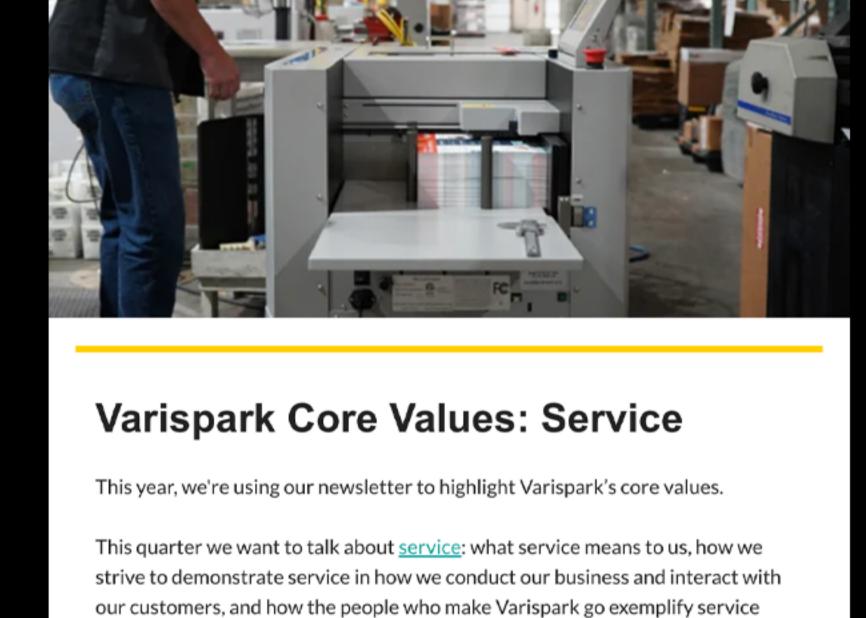
Reducing waste

initiatives, and our recent blog post details just how POD can help you create more eco-conscious print materials.

Incorporating more eco-friendly ink and paper

READ MORE ABOUT SUSTAINABILITY AND PRINT-ON-DEMAND

Creating more targeted, strategic print that produces results



At Varispark, service is about helping others — our customers and our fellow team members — discover the right path for getting to where they want to go. For

generates quality leads for an innovative new product or service. For our team, that could be teaching and mentorship to help colleagues grow and develop their skills. In either instance, service is not a one-and-done proposition. For us, service is a

our partners, that could mean guiding a strategic direct mail campaign that

daily part of the work we do in helping those we work with achieve their goals and accomplish things they never thought possible. Service is not a task on a to-do list; it's a mindset that pushes everyone at Varispark to learn and grow in the process of helping others to do the same. But there's more. There's something deeper to what service means to us. With service, comes gratitude - a recognition that it is a privilege to serve others, and

that we are thankful to be able to connect with people in this way. At Varispark,

service is about how we can succeed. All of us. Together.

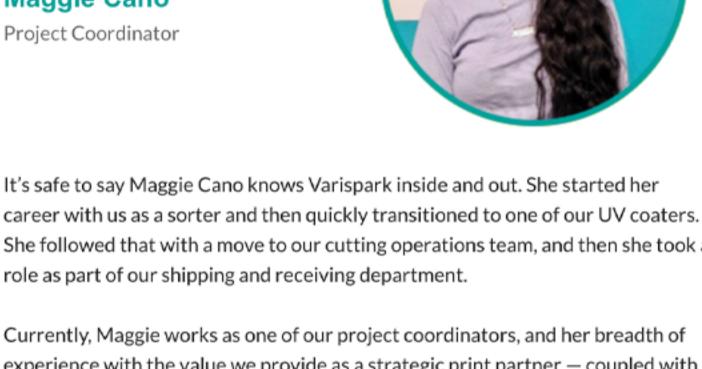
Meet the People of Varispark

Maggie Cano

every step of the way.

Project Coordinator

our company.



She followed that with a move to our cutting operations team, and then she took a role as part of our shipping and receiving department. Currently, Maggie works as one of our project coordinators, and her breadth of experience with the value we provide as a strategic print partner - coupled with

her passion for lifelong learning — makes Maggie an invaluable member of our team. Her commitment to service, both for our partners and her colleagues, exemplifies Varispark's dedication to partnership and collaboration. Born in Michoacán, Mexico, Maggie has lived in the Dallas area for eight years. In

her spare time, she enjoys reading, taking dance classes, and spending time with

her family (three siblings, along with her mother, father, and grandmother). We couldn't be more grateful to have Maggie as part of the Varispark family, and we look forward to many more years of watching her grow and succeed as part of



We'd love to hear from you. Reply to this email with your questions and

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