



SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



Effective Data Processing Can Help Brands Increase the ROI of Direct Mail Campaigns

High-ROI direct mail campaigns hinge on reaching the right people at the right time. Inaccurate customer data like outdated addresses or duplicate records can hamper your ability to engage targeted audiences and make the most of your print marketing dollars.

Reducing direct mail costs is even more critical now given the recent USPS® postage increases, but the good news is that [Varispark's data processing services](#) can help you create more strategic direct mail campaigns that increase response rates, enabling you to do more with direct mail.

Our data processing services include:

- Deduplication of records
- List cleansing
- Mailpiece tracking and reporting

But this is just the beginning of how our data processing services can help you create an accurate foundation to build your next direct mail campaign. Our data processing services can also help you take advantage of DirectMail2.0, an integration with digital channels to enhance your mailings with targeted web and social media ads.

[DISCOVER THE VALUE OF DATA PROCESSING FOR DIRECT MAIL](#)



What the USPS® Postage Increase Means for Brands Using Direct Mail Marketing

The USPS® recently implemented another round of postage increases, taking the price of First Class Mail from \$0.68 to \$0.73 – other classes of mail are also affected by the increase, including domestic postcards, which increased from \$0.53 to \$0.56.

This rate increase will continue to support the Delivering for America plan, which is a decade-long initiative aimed at improving and modernizing the Postal Service's infrastructure and technology.

While the USPS recently announced there **won't** be another postage increase coming in January 2025, marketers still need to think creatively and strategically about how to [create direct mailers that increase response rates and ROI](#). This kind of strategic approach to direct mail marketing can help brands unlock the most bang for their buck.

[LEARN HOW TO SAVE ON DIRECT MAIL POSTAGE](#)



These Tips Can Help Increase Your Response Rates

Be honest – how often do you hang onto a marketing email? Chances are unless it's something really memorable or contains an incredible offer, you click "delete" and move on. Even in this digital age, direct mail is still an extremely effective marketing tool when used correctly, but the challenge is creating direct mail campaigns with the right elements to differentiate themselves from others in service of increasing response rates.

Whether it's getting your target audience to RSVP for an upcoming event, convert on an offer, or complete a purchase, we have [several tips and techniques](#) to help brands increase the response rates of their direct mail campaigns.

[INCREASE YOUR DIRECT MAIL RESPONSE RATES](#)



How a User-Friendly Web-to-Print Platform Helped Streamline the Creation of On-Brand Print Collateral

4Front Engineered Solutions is a leading provider of entrance solutions, including dock levelers, dock seals and shelters, impactable dock doors, dock and yard management software, and an extensive line of aftermarket products.

The company wanted to provide marketing collateral to their distributors more quickly and easily through a convenient storefront so that their distributors had easy access to marketing collateral with consistent branding. The challenge was ensuring this collateral was properly branded and featured consistent, relevant messaging.

With our web-to-print platform, [4Front leveraged a print-on-demand \(POD\) approach](#) that saved the hefty up-front print costs associated with conventional offset printing and warehousing. Plus, the ability to print materials precisely when needed with total transparency helped the company better optimize its marketing dollars.

[SEE OUR WEB-TO-PRINT PLATFORM IN ACTION](#)

Meet the People of Varispark

John Pham

Variable Data/Prepress Production Specialist



With more than a decade of experience in the print industry, John Pham's hands-on approach to prepress and production has been key to helping us streamline workflows and enhance overall print quality for our customers. His strong foundation in all aspects of commercial print has helped us establish and reinforce the high standards our customers have come to know and expect.

As an expert in variable data printing, John uses his wealth of knowledge and experience to prepare and optimize digital files, ensure color accuracy, and oversee quality control at each step of the prepress process to ensure efficient, high-quality production.

Born and raised in Wichita, Kansas, John lives in the Dallas-Fort Worth area with his wife and two daughters.

We couldn't be more grateful to have John as part of the Varispark family. His hard work, dedication, and commitment help our customers realize the importance and value of print communications, and these qualities inspire and push our teams to strive for excellence every day. We look forward to many more years of watching John grow and succeed as part of our company.

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