

Direct Mail

DATASHEET 2024



Send DM provides comprehensive direct mail solutions, focusing on enhancing customer engagement and boosting response rates through personalised print campaigns.

Our service streamlines the entire process from concept to delivery, helping businesses effectively reach their target audiences with physical mail.

Core Features

Personalisation

Tailor each mail piece with individual customer information to create a more personalised and impactful message.

Security & Compliance

We fully comply with GDPR and data protection regulations, safeguarding customer data.

Cost-Efficiency

Reduce mailing costs with our optimised processes, ensuring maximum return on investment (ROI) for your campaigns.

End-to-End Service

We handle everything - from design and printing to fulfilment and delivery, offering a hassle-free direct mail solution.

Our Services



Direct Mail Design

Customised designs that align with your brand and messaging strategy, ensuring high visual appeal and engagement.



Envelope Enclosing & Fulfilment

We handle all the logistical aspects of your mail campaign, including envelope enclosing, labelling and fulfilment.



Data Processing

We ensure our client data is organised and postal ready, meaning our mail pieces are delivered to the correct recipient.



Postage Optimisation

Leveraging partnerships and optimised postal routes, we help reduce postage costs and ensure timely delivery.



Variable Data Printing (VDP)

Our VDP service allows for personalised messages and offers on each mail piece, increasing relevance and response rates.

Service Benefits

Higher Engagement

Direct mail has a proven track record of higher engagement rates than digital advertising, with a tangible and lasting impression on recipients.

Integrated Marketing

Combine direct mail with your digital marketing efforts for a cohesive, multi-channel strategy that reaches customers in various touchpoints.

Eco-Friendly Practices

We are committed to sustainability, utilising environmentally responsible materials and processes, where possible, to minimise the impact of your campaigns.

Why choose Send DM

- Expertise in Direct Mail campaign execution.
- Competitive pricing for both large-scale and small, targeted mailings.
- Personalised service, from Start to Send.

A photograph showing a person's hand placing a white card on a brown doormat. The doormat has the words 'WELCOME' and 'PLEASE' visible. The background is a wooden floor and a white door.

Contact

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