



## Tangible, Targeted, Trackable: Inside Send DM's University Campaign

We don't just deliver campaigns for clients at Send DM – we run our own. As experts in direct mail and fulfilment, we believe in demonstrating the impact of our services first-hand. To show what's possible when strategy, creativity, and flawless execution come together, we developed and launched a bespoke campaign targeting UK Universities.

This end-to-end campaign was managed in-house, from ideation and creative concept to print production and fulfilment. We incorporated personalised elements using variable data, dynamic QR codes for measurable engagement, and a tabbed finish to create a one-piece mailer replicating a University Open Day invite that demanded attention.

## The Opportunity

This wasn't about solving a problem but setting a benchmark. We wanted to reach university decision-makers with a piece that would inspire and convert. With inboxes saturated and engagement dropping, we wanted to break through the digital fatigue and reintroduce the power of personalised mail.

## Why Direct Mail?

In a market increasingly dominated by screens, direct mail offers a tangible, memorable alternative – especially when combined with data-driven personalisation. We wanted our campaign to prove that modern mail can be as smart, fast, and trackable as any digital channel.

## Our Approach

We brought the concept to life quickly and efficiently using our in-house marketing and design teams. A trusted data partner supplied accurate, targeted university contacts. We managed everything under one roof – creative iterations, personalisation, printing, finishing, fulfilment and postage.

A standout feature of the mailer was the use of variable data, which personalised each piece with the recipient's details and their university name – making the content more relevant and engaging. We also included dynamic QR codes, which enable real-time tracking and measurable campaign results. This combination of personalisation and performance tracking helps demonstrate the impact of data-driven direct mail.

## The Challenge

The timing was critical. We were up against a looming postage rate increase and needed to get the campaign out fast to maximise value. Thanks to our integrated setup and agile processes, we could quickly and effectively meet the deadline without compromising quality.

We believe in the power of print because we use it ourselves.

This campaign wasn't just a marketing exercise – it was proof of concept. When you work with Send DM, you work with a team that backs its strategy with real-world results.

## The Results

The campaign achieved precisely what we set out to prove:



Fast turnaround, from concept to delivery



Personalised, relevant messaging using variable data



Measurable engagement through dynamic QR codes



A memorable format designed to capture attention and drive response