

# DIRECT Hit



## Generating Insights and Analysis for Data-Driven Marketing

Your data has a story to tell, but no one will know it until you can manage, analyze and interpret your data. You can gain deeper insights into your data with our data analysis and recommendations. See how we've helped organizations gain a better understanding of the data they have and how you can generate more relevant information across channels to foster better marketing with data management with better strategic planning and more targeted content

### Demographic Tools We Use to Help You Drill Down:

Our software blends your data from multiple sources to create your RFM and demographic data to generate look-alike targets in specific areas.



**Heat mapping** helps you assess your marketing effort's effectiveness and to see where you are doing well — and where you are not! Better understand what is creating success in your high-performing areas and adjust your plans to improve areas that are underperforming. You can also find trends like the factors that are contributing to your success, and then implement them in underperforming areas.



**Append your files** with household income, in-home residents (such as children's ages), additional census data, shopping preferences, etc.

### Strategic Analysis:

We help you interpret the findings from your data so you have clear, easy-to-understand analysis and recommendations for actionable insights. We understand the success of your business depends on your ability to turn data into information for your marketing and sales teams. With our help, you'll be able to read, interpret and share data and recommendations.



### How to Gain Deeper Insights Into Your Data:

- Data programming, data management, and matching - Below are some examples of typical data issues we help our clients with every day:
- You've got some data that needs to be cleaned up so you can better understand what customers and prospects are doing across multiple departments.
- You need more complete records for some (or many) of your fields such as appending emails, correct mailing addresses, phones, etc.
- You need help with tie-outs and match backs between your marketing efforts and sales to better understand individual purchases, engagement levels, and behavior patterns.
- You've done some customer profiling but could use professional help to tease out look-alike prospects, high profile prospects, etc.
- Once you've got those profiles, you need help with list acquisition to find the special niche prospects for targeted marketing.
- You can sort for Recency, Frequency, and Monetary (RFM) within your databases, but need help with complex versions involving multiple databases.

### CONTACT US TODAY

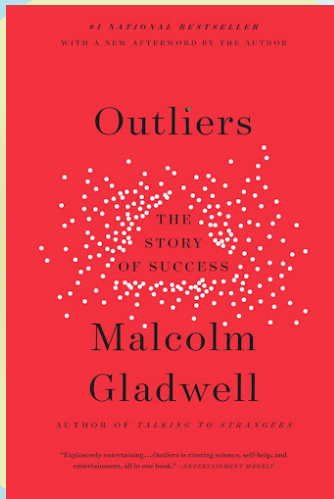
You're just a call away from gaining a better understanding of your data, customer profiles and future prospects. Contact us today and ask for help with Data-driven marketing.

## Great Reads

### Outliers by Malcolm Gladwell

Have you heard of the 10,000 hour rule? It's the concept that anyone can become a master of anything simply by devoting 10,000 hours to practice. Malcolm Gladwell's *Outliers* is the origin of this idea. Gladwell's novel deep dives into circumstances that often prefigure success. He found that arbitrary conditions in childhood like age, location, and the month you were born in can affect a child's life-long trajectory.

He also found that, talent, practice, and social skills must work in combination to pull off notable achievement. Gladwell outlines how success stories are not just attributed to intelligence or talent, but also the result of community support, culture, and family. Pick up a copy of *Outliers* to dig even deeper into how great achievements are unlocked.



## Team Treats

### Honey Beer Bread

**Got any leftover beer from your St. Patrick's Day celebration? Try your hand at this easy Honey Beer Bread from GimmeSomeOven. The beer's yeast and carbonation acts as the leavening agent in this savory and sweet loaf. Feel free to put your own spin on this recipe by adding rosemary, cheese, garlic, or any other favorite ingredients.**



#### Ingredients

- 3 cups all-purpose flour
- 1 tablespoon baking powder
- 1 teaspoon fine sea salt
- 1/4 cup honey
- 1 bottle (12 ounces) beer
- 1/4 cup butter, melted

#### Method

- 1) Preheat oven to 350F.
- 2) In a large mixing bowl, stir to combine the flour, baking powder, and salt. Slowly add in the beer and honey, mixing well until combined.
- 3) Pour half of the melted butter into a 9x5 inch bread pan. Brush it around the pan to grease it. Next, pour the bread batter into the pan, making sure it is evenly spread. Brush the remaining butter onto the top of the loaf in an even layer.
- 4) Bake for 40 to 50 minutes until a toothpick comes out clean. Transfer the pan to a wire cooling rack and let the bread rest for 10 minutes.
- 5) Slice the loaf with a knife and serve with butter!

## USPS 2022 Promotions

### Earned Value Reply Mail

We want to help you save on postage. One of the best ways is to use the USPS Earned Value Reply Mail promotion. This promotion is available to you when sending Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards. See the information below concerning eligibility and discounts.

- **Eligibility** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022.
- **Discount** Consult your Midwest Direct representative to ensure you are receiving the maximum possible discount with your mailing.

**Registration:** Feb. 15 - Mar. 31

**Promotion Period:** April 1 - Jun. 31



## Mail Tracking and Reporting

### What is mail tracking?

Midwest Direct offers several technological solutions that track and report when your mail and/or online marketing was sent and when it is arriving in homes at the global, local and individual level.

See who received your mail, and where possible, when then engaged with your brand in another channel such as Informed Delivery email, online ads and social media ads.

### How do you get mail tracking with Midwest Direct?

Just ask! We'll be happy to show you a live version of our dashboard and discuss all your options with you.

### Can you access data from previous mailings?

Yes, you can pull down data from any of your campaigns anytime. Exporting is as easy as choosing your file format and clicking submit.

### Social Media Tracking and Reporting

Facebook and Instagram we can provide the click-through rate and percent of social media visitors to your site.

### Online Display Ad Tracking and Reporting

Display ads that are served to your audience list matches, the click through rate, percent of visitors to your site and when using our IP Home solution WHO clicked through.

### Informed Delivery Email

An official email from the USPS with over 40 million subscribers. This email is delivered to your audience matches on the day their mail will arrive with a scan of the mail and your call to action with a link embedded in a button sending them directly to your landing page.

Contact us today and learn how to improve your response rates and reporting with mail and direct marketing tracking.

Learn more: [www.mw-direct.com/mailing/delivery-tracking-and-effectiveness/](http://www.mw-direct.com/mailing/delivery-tracking-and-effectiveness/)

## Mandy's MOTIVATIONAL MOMENT



“Isn't it nice to think that tomorrow is a new day with no mistakes in it yet?”

Anne of Green Gables by L.M. Montgomery



THE PLUS PODCAST

With Midwest Direct



0:00

18:54

## 45: Dispelling Myths: Building Personas

Marketers are usually well aware of their primary persona. However, driving new growth, new segments, or multiple business lines requires developing and managing multiple personas. These personas form the foundation of all successful content creation. There's just one small problem - creating subsequent personas from data can be incredibly hard to do. Tune into this episode of The Plus Podcast with Midwest Direct to dispel some common myths about building personas.

Learn More: [mw-direct.com/pluspod](http://mw-direct.com/pluspod)  
Scan Here to Dive In:



## Relaxing Stretches for Fighting the Winter Blues

Spring is right around the corner - shake off the winter with these revitalizing stretches. Stretching has a positive effect on circulation and has been shown to ward off anxiety and depression. Also, don't forget to breathe. Guided breathing while stretching slows your heart rate, releases muscle tension, and calms the mind.

1) **Child's Pose.** Your lower back commonly holds stress and tension. Child's pose elongates the back, which can relieve tightness and restore flexibility. Achieve this pose by kneeling then reaching forward until your chest meets the ground.

2) **Seated Spinal Twist.** Try this pose at your desk! Sit forward in a chair with your feet planted. With one hand on the back of the chair and the other on your thigh, inhale and twist to look over your shoulder. Keep the spine lengthened and repeat on the other side.

3) **Chest Opener Stretch.** This stretch promotes good posture and releases tension in your chest by maximizing oxygen and circulation. Clasp your hands behind your back, squeeze your shoulder blades together, and push out through your chest.



# DIRECT Hit



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PRESORTED  
STANDARD  
U.S. POSTAGE  
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MWD



Inside This Edition...

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## Beginner's Guide to Mail Tracking and Reporting

learn more at [mw-direct.com/blog](https://www.mw-direct.com/blog)



Tell us what you think. Email your comments and give us your feedback on what you enjoy about Direct Hit!



Questions or comments?  
Email us at [marketing@mw-direct.com](mailto:marketing@mw-direct.com).