



# Direct Mail Services

An integrated solution with a national footprint

Successful direct mail marketing is all about the details. To raise your ROI, you need to target your audience with precision, minimize postal costs and accelerate your speed to the mailbox.

Taylor is one of the most sophisticated direct mailers in the nation, printing and mailing more than two billion pieces each year. Everything you need is available through a single source.



## Data Analytics

Taylor combines industry-leading data management techniques with proprietary expertise in data modeling and audience segmentation to more effectively target customers.



## Mailpiece Design

Our award-winning creative team develops mailpieces that maximize deliverability, increase response rates and engage recipients on a deeper level.



## USPS® Discounts

We support USPS promotions that give customers postal discounts for using Informed Delivery®, QR codes, PURLs, augmented reality, voice assistant integration and more.



## Postage Optimization

### Commingling

Taylor has a national commingling agreement with an industry leader, allowing for daily pickups at our mail facilities and reduced postage expenses for our clients.

### Dropshipping

We can ship mail to the postal facility closest to the recipient, maximizing postage discounts.

### Co-Palletization

Our co-pal strategies unlock additional dropship discounts for Standard Marketing Mail pieces.



### Industry Certifications

Taylor invests in special technology to ensure data security and mailpiece accuracy, allowing us to obtain stringent HIPAA, HITRUST and SOC 2 Type II certifications.



### Nationwide Footprint

Taylor operates direct mail production facilities from coast to coast, giving us vast capacity and built-in redundancy while accelerating mailpiece delivery.



### Multichannel Experiences

Taylor isn't just another direct mail vendor. We can also deliver your message via email, SMS text, self-service portals and custom microsites to create a seamless multichannel experience.

## Learn More

See for yourself how an integrated approach to direct mail delivers better results. Contact your Taylor representative to learn more.