



# DATA & MAILING SERVICES

Print and marketing go hand in hand. To ensure successful marketing efforts for our clients, Royle Printing provides analytical data and cost-effective mailing strategies that are designed to fit the needs of your business. Our team of Direct Mail consultants help to improve your data efficiency and direct marketing efforts.

## OWN YOUR CUSTOMER

Through a series of comprehensive data hygiene and analytical processes, we help determine the quality and accuracy of your customer database and mailing list. This process is accomplished through a customer profile analysis which determines the deliverability of a client's database. The results will help determine your mailing list/ audience reach while also presenting new opportunities to grow your business through replacing questionable addresses with viable prospects. The end result can develop a new customer audience you may have never reached.

## EFFECTIVE MAILING SOLUTIONS

Royle produces a wide variety of print formats distributed across multiple postal classifications. Our wide range of data and mailing capabilities provide timely mail solutions while maximizing postal savings. We offer a blend of co-services for periodical and marketing mail alike. These co-services include mixed pool co-mail for marketing/publication mailers and commingling for letter mailers.

## WHAT'S THE ROI?

Executing a direct marketing campaign is an expensive proposition as 80% of costs are spent on paper and mailing. Royle can assist with a series of data services which include mail tracking and matchback reporting to determine the ROI, essentially comparing mailing files to order files to determine the role the marketing piece played in driving sales. This allows you to own your customers and determine exactly which segments responded and from what channel to develop successful strategies for future mailings.