

JACOBS & CLEVENGER

# DIRECT MAIL BEST PRACTICES

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# THE TRUTH ABOUT DIRECT MAIL

Direct mail may be one of the most misunderstood channels. There are a number of contributors that determine direct mail success and failure. It's one of the channels where creative isn't the primary driver in performance. There are a number of factors that are likely to impact response even more than creative. Don't get me wrong; if the creative doesn't hit the core insight and grab the reader's attention, you definitely won't have a successful direct mail campaign. But there are a number of techniques and mechanics that also play into direct mail's success.

While direct mail is measurable, and can be the lead horse in driving response, it doesn't often work alone. Two out of three people who receive direct mail make a purchase or engage in a different marketing channel. It's absolutely essential today that marketers consider the path to purchase when direct mail is in equation, but accept that direct mail is only one part of an effective multichannel marketing communications strategy.

This eBook will cover the fundamentals to ensure success when using direct mail as part of a marketing communications strategy.

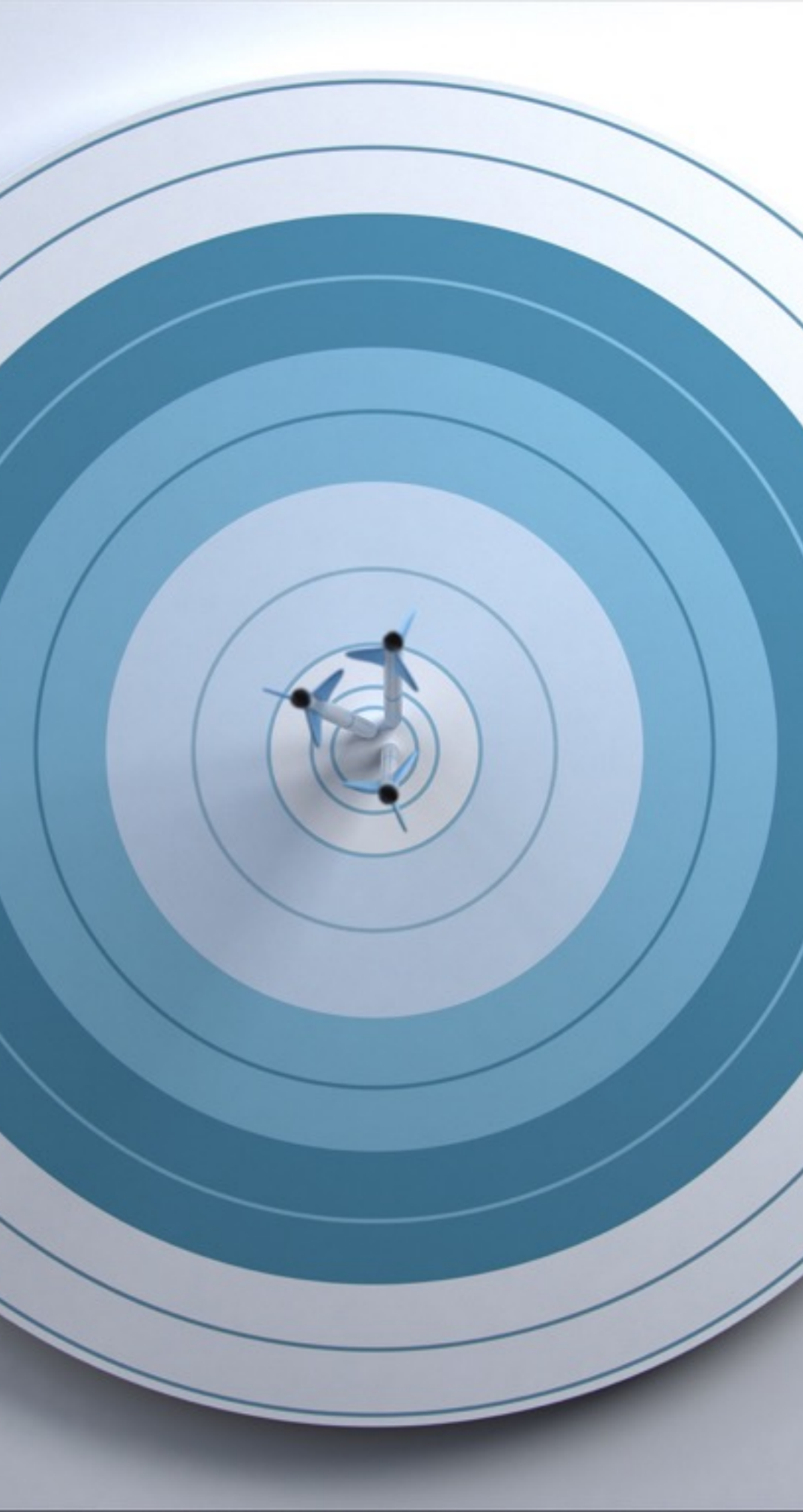




CHAPTER 1

# IS DIRECT MARKETING STILL RELEVANT IN A DIGITAL WORLD?





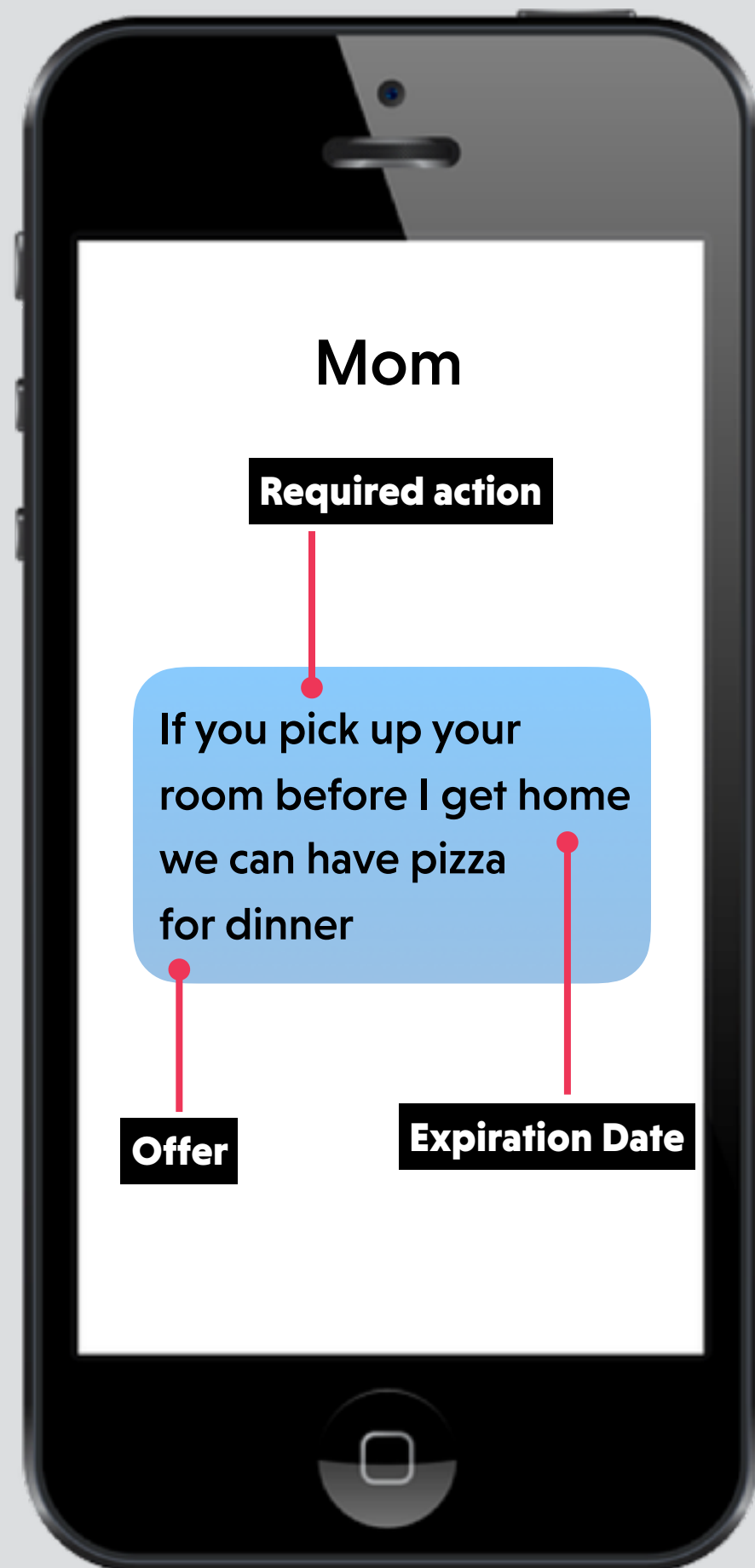
# **DIRECT MARKETING IS BIGGER THAN DIRECT MAIL**

It is a set of techniques using targeted communications that drive response and action.



Direct marketing techniques are used across many many channels, almost everywhere today.

- Email
- Landing pages
- Banner ads
- Sales presentations
- Inbound marketing techniques
- Broadcast media
- SMS messages



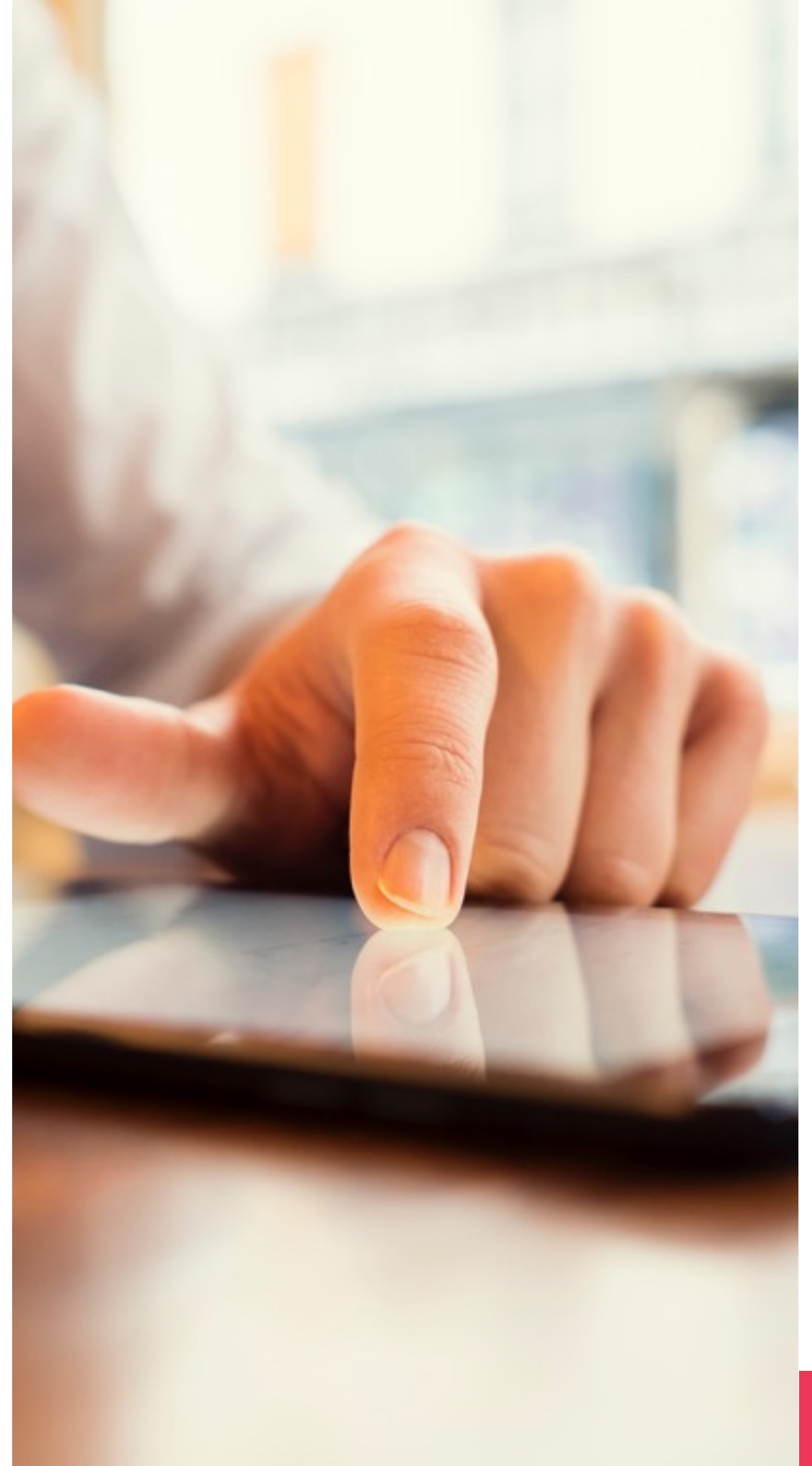
This text message applies 3 critical aspects of direct marketing.



# IN TODAY'S DIGITAL WORLD, WHY USE DIRECT MAIL?

- Direct mail is still one of the most effective channels to generate action.
- The physical mailbox is less cluttered than ever.
- Many marketers don't have email addresses on their entire customer base, requiring direct mail for database coverage.
- Direct mail may be far more persuasive than digital media likely due to its visual and tangible nature. Its motivation response is 20% higher.

Source: [www.everydoordirectmail.com](http://www.everydoordirectmail.com)





Also, when marketing must achieve tough goals direct mail delivers...

Email response rates are a fraction of the average direct mail response rates (.1% versus 3.7% respectively).

Today direct mail signifies credible and just might equate to "important enough to mail." An Epsilon study revealed that 25% of consumers thought direct mail offers were more trustworthy than email offers.



The background of the slide is a close-up, slightly blurred image of a stack of direct mail pieces. The pieces are layered, showing various designs, including one with a prominent American flag. A semi-transparent red overlay covers the entire image, creating a uniform color scheme.

CHAPTER 2

# **BASICS OF DIRECT MAIL MARKETING**





# DIRECT MAIL

Direct mail refers to printed materials designed to elicit a response from a selected consumer or business market.

Direct mail encompasses a wide variety of marketing materials, including dimensional mailers, flat mailers, letters, self-mailers, postcards, catalogs and newsletters.

Direct mail should be considered an essential part of an integrated marketing strategy.

- It delivers the high level of personalization today's prospects/customers demand.
- It provides proven response triggers that drive the target into action.
- It's the right medium to tell an information-rich story in a compelling way.







While some people consider direct mail a dinosaur, the reality is it still works.

The direct mail business is actually growing. It is expected to grow 1.4% annually.

Sources: IBISWorld "Direct Mail Advertising in the U.S." research report, October



# DIRECT MAIL RESPONSE RATES

Direct mail response rates have remained constant over the past two years.

**30X**

Direct mail receives response rates of up to 30X higher than email

**62%**

62% of companies use direct mail primarily for direct sales

**31%**

31% use it for lead generation

**3.70%**

Letter-sized direct mail targeted to a house list has an average response rate of 3.70%

**1.28%**

Letter-sized direct mail targeted to a prospect list has an average response rate of 1.28%



2 out of 3 people who receive direct mail make a purchase or engage in a different marketing channel.

Sources: ExactTarget 2012 Channel Preference Survey

The background of the slide is a stack of various direct mail pieces, including envelopes and postcards, some featuring images of the American flag. A semi-transparent red overlay covers the entire image.

CHAPTER 3

# **DRIVERS OF DIRECT MARKETING PERFORMANCE**



# **DIRECT MARKETING DRIVERS VERSUS DIRECT MAIL BEST PRACTICES**

Drivers that impact direct marketing will be discussed in this chapter. Drivers are high level factors that have the greatest impact on performance and response regardless of channel. The drivers could be applied to any offline or online channel. This section is followed by more tactical best practices that highlight the mechanics and techniques that improve direct mail performance. The best practices can be applied to the direct mail design regardless of target audience and offer specifics.



# 4 FACTORS

There are 4 factors that influence direct marketing performance.

- Targeting
- Offer
- Message and creative
- Interaction with other channels

# 1. TARGETING

- Targeting is a fundamental best practice of direct marketing and the number-one factor that drives response.
- Reaching an audience most likely to respond is one of the key differentiators between direct marketing and mass marketing.
- Targeting increases response rate and reduces investment.







## TIGHTER TARGETING EQUALS IMPROVED RESULTS

Simply stated, the more tightly defined your audience target, the higher the response rate. The goal of direct marketing is to use analytics to enable targeting.

Direct mail targeting specifically leverages predictive modeling to determine and reach those who are most likely to respond. Typically this requires a group of past buyers to use as a foundation.

## 2. OFFER

- The offer is the second most critical area impacting response rate.
- It includes incentives, pricing and promotions.
- Price-value is a key driver in rational decision making.

**SPECIAL  
OFFER**



The offer should be incorporated into messaging if you can provide clear savings or personalize those savings.



An offer expiration date or respond by date is a proven technique to drive action.

By nature, many people are procrastinators. Direct marketing best practices have always preyed on this human behavior and insight. A successful direct marketing campaign is generally built off underscoring the urgency as a method to drive action.





# 3. MESSAGE AND CREATIVE

- The message must contain sufficient information to drive immediate action.
- Tailoring the message is a fundamental difference between mass and direct marketing.
- The message must be crafted to match the target and deliver reasons to drive the recipient to action.



# THE PRIMARY GOAL OF RESPONSE- DRIVEN CREATIVE

It is to drive action, this requires immediately grab the reader's attention, driving engagement that generates action. The brand should be incorporated in a way that helps drives transacting.







# VERSIONING IS A CORE TENET OF DIRECT MARKETING

Messaging should be adjusted for a target audience's unique needs and wants. Segmentation typically drives versioning. In absence of segmentation, consider developing hypothesis segments and high-level personas, and then versioning.



## **ACTION-ORIENTED COPY IS A MUST**

Even the copy should be written from a specific perspective, with an action-oriented tone. While copy should have language that ties into the brand or concept, it is critical to apply direct marketing best practices for copywriting to drive action and response.

While any given communication may have dual goals, direct marketing and brand building generally have different tenets of success.



## 4. INTERACTION WITH OTHER CHANNELS

- Response is impacted by other communication touchpoints.
- A multichannel strategy works together and response is a result of readiness to take action.



# MULTICHANNEL INTERACTION

Multichannel interaction research has demonstrated message recall occurs between the 3rd and 4th touchpoints.

Message recall is one of the primary reasons a number of channels are required to drive overall program performance. Consider focusing less on single channel attribution and more on multi channel attribution (evaluating which series of channels generate the best results).





## DIRECT MAIL IS UNLIKELY TO WORK AS A STAND-ALONE TACTIC

Direct mail doesn't generally work as a stand alone tactic. In fact, it is more effective when it is used as an essential part of an integrated marketing strategy. Integrating direct mail into a multichannel campaign increases the effectiveness of a campaign and one of the core tactics to drive results.



The background of the slide is a close-up, slightly blurred image of a stack of direct mail pieces. The pieces are layered, showing various designs including an American flag and some text. A semi-transparent red overlay covers the entire image, creating a uniform color scheme.

CHAPTER 4

# 10 DIRECT MAIL BEST PRACTICES



The following pages highlight 10 best practices that can be used to optimize effectiveness. These best practices have been tested and proven over a number of different industries and clients over years.



# 1. MORE IS MORE

When trying to get people to make a decision, be sure to provide all of the necessary information to get them to say “yes.”

This might seem counterintuitive, as people these days tend to gravitate toward concise communication and snippets of information.

Direct mail historically served to drive buyers through multiple stages of the sales funnel, prompting them to make a decision. However, there are some very important exceptions to this norm.

If you’re looking for hand raisers, have a compelling landing page or video, or other mechanisms to get a user to “yes” adjust the information incorporated in the mail accordingly.

## Lead presentation



For lead generation, less can be more to generate hand raisers, while more information tends to drive customers to an in-the-moment decision.

## Driving enrollment or purchase

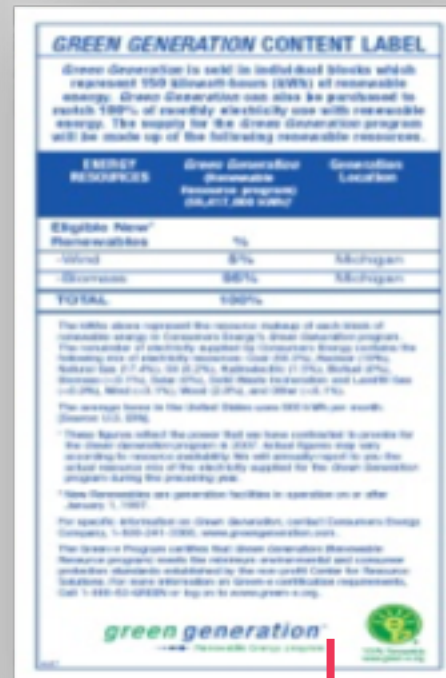




Letter



Buckslip



Brochure



Reinforce messages  
presented in  
different formats

Packages that have multiple elements perform better than those with only one component.

Years of testing have confirmed that the letter is still the most-read element of a direct mail package.

## 2. INCLUDE A PRINTED RESPONSE DEVICE

The response device is a crucial direct mail component; it can raise or reduce response, regardless of the strength of the offer, creative or targeting.

An effective response device should appear easy to complete, with readable type and plenty of room to complete necessary information.

Even as recent as 3 years ago, 20%–25% of target customers will respond using the printed response device; don't limit your response by forcing a phone or web response.

B2B lead generation/hand-raiser

**FREE BUSINESS ENERGY EVALUATION from an Ohio Electric Generation Expert**

**I WANT MY FREE EVALUATION.** Please have a FirstEnergy Solutions Electric Generation Expert contact you to discuss ways my business can control expenses.

**Talk to the experts. We'll give your business every option.**

- Learn what today's electric price is and what it means to your budget
- Compare today's electric price to your utility's fuel-switching rate
- Discuss the best electric generation option for your business goals
- Ask the Electric Generation Expert any questions you may have

Business Owner: \_\_\_\_\_  
 Phone Number: ( ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Best time to contact me: \_\_\_\_\_

FirstEnergy Solutions

Contact us to find out today's electric generation price and enroll  
 CruiseControlOhio.com/Business 1-855-THE-A-MIL (1-855-843-2545)

B2C response device

**FirstEnergy Solutions Enrollment Form**

**ENROLL FOR CONTROL** Enroll to control your electricity costs by switching to a fixed-price electric generation through December 31, 2012, subject to eligibility requirements. Contact now after applying to FirstEnergy Solutions or by December 31, 2012. Please complete and mail by December 31, 2012.

Name on account: Please print \_\_\_\_\_  
 Date Energy Account #: \_\_\_\_\_  
 Phone Number (preferred): ( ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Account holder's signature: \_\_\_\_\_

Offer expires 10/1/12

PROMO CODE: XXXXXXXXXX

Enroll and automatically be entered in the giveaway.

FirstEnergy Solutions

B2B enrollment (fax friendly)

**FirstEnergy Solutions Business Enrollment Form**

**YES, I'll enroll.** I hereby agree to purchase electricity from FirstEnergy Solutions for the rate of \$/kWh (please print) and agree to the terms and conditions, understand and agree to these terms and conditions and agree to participate in the electric generation competition. I am an authorized representative of the company, understand and agree to the authority to make decisions on behalf of the company regarding its electric generation supplier. FirstEnergy Solutions has no permission to share my name and contact details with any other company.

Business Owner: \_\_\_\_\_  
 Phone Number (preferred): ( ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Service Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Account holder's signature: \_\_\_\_\_

Offer expires 6/31/12

PROMO CODE: XXXXXXXXXX

FirstEnergy Solutions

**Additional Business Accounts**  
 If you have multiple business accounts, please fill out the forms below and on the other side of this page.

Name on account: Please print (last, first, middle or just last) \_\_\_\_\_  
 Date Energy Account #: \_\_\_\_\_  
 Phone Number (preferred): ( ) \_\_\_\_\_  
 Email Address: \_\_\_\_\_  
 Service Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ ZIP: \_\_\_\_\_  
 Account holder's signature: \_\_\_\_\_

Fill out and return in the enclosed envelope, or enroll online at fes.com/DaytonBiz, call 1-866-236-9632 or fax 1-330-777-6463.

Using a check as a response device

**Commerce Energy** Court on US

SHOWING, CASHING AND/OR DEPOSITING OF THIS CHECK CONSTITUTES A ONE-YEAR ENROLLMENT IN AN APPLIANCE SERVICE PLAN.

December 26, 2011  
 JPMorgan Chase Bank, N.A.

Account No. \_\_\_\_\_  
 Pay to the order of: Sample A. Sample  
 THIRTY AND 00/100 DOLLARS \$ 30.00  
 Offer Code: 012A01 Check applies for coverage at (Any Street)

NOT VALID AFTER 12/31/12  
 SPECIAL NOTE: If you do not wish to enroll, please destroy this check.

Signature: \_\_\_\_\_  
 JPMorgan Chase Bank

000000104072000096A-1851233138C

If you don't have the ability to allow mail-in reply's, use the response device to recap the methods of responding or buying (web, app, and/or phone).



# 3. PROVIDE MULTIPLE WAYS TO RESPOND

It is critical to allow your targets to choose their preferred response method, and the best practice is to provide at least 3 ways to respond.

Consider using a mail-back enrollment form, phone number and web link/URL. Some demographics align better with certain response mechanisms, so don't limit your response options for your target; this can limit results.

FirstEnergy Solutions wants you to know the facts first. The way we see it, that makes the best sense for your business and for ours. If you have any questions, please call us. We are in your area to help guide you in making the right decision.

Sincerely,  
*Carol A. Haines*  
 Carol A. Haines  
 Director of MCI and Mass Markets

P.S. Take control of a business expense by enrolling at 1-866-236-9634 or fes.com/AmerenBiz by 12/31/12

**Price locked in until April 2015**

**Enroll by: 12/31/12**

**PROMO CODE: XXXXXXXXXXXX**

**Enroll your business by web, phone, mail or fax. (Have your bill in hand.)**

**Web link/URL** **fes.com/AmerenBiz**

**Telephone number** **1-866-236-9634**

**Enrollment form** **Return completed enrollment form**

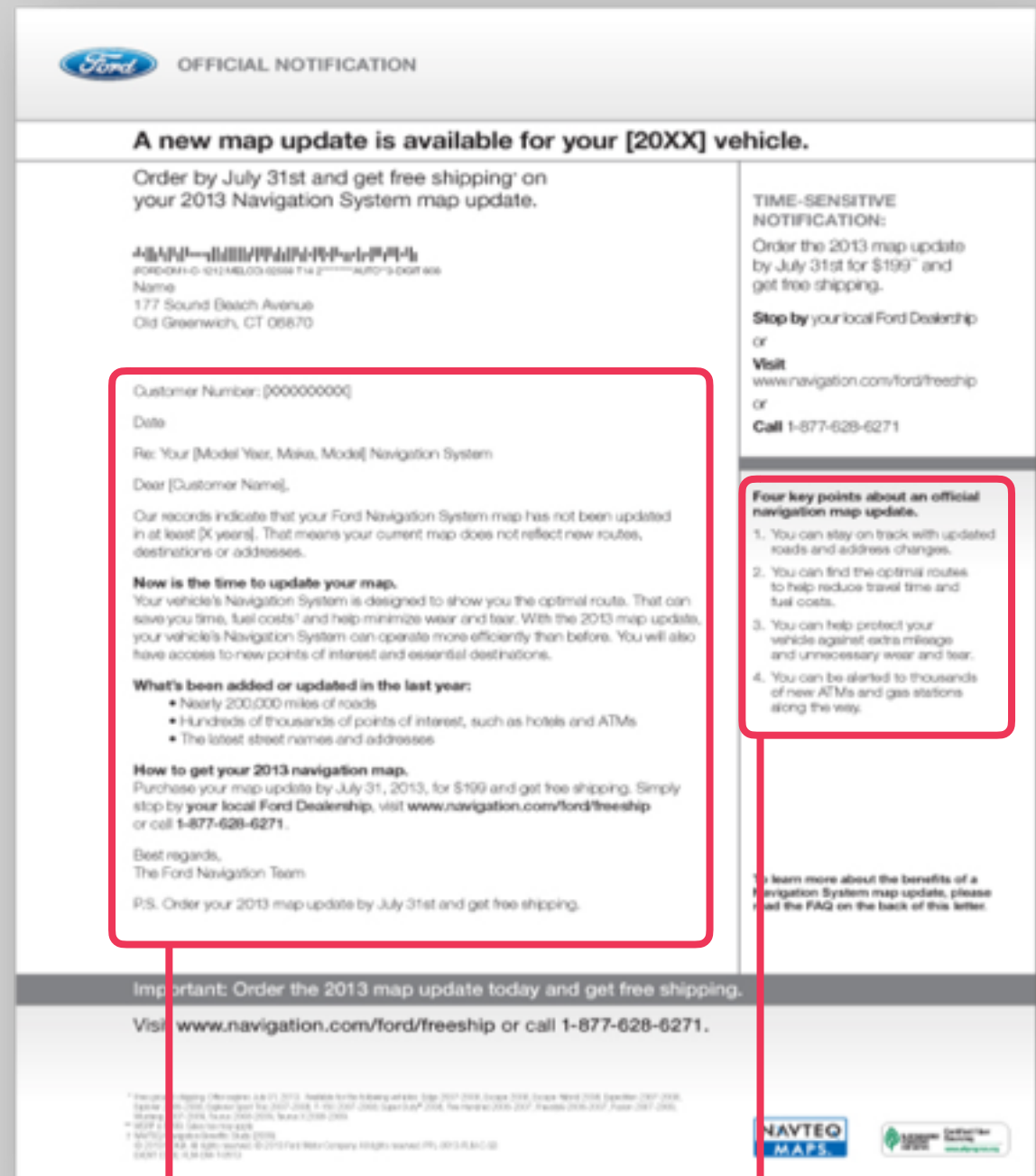
\* Savings are not guaranteed and will vary due to changes in Ameren's rates, your usage, market conditions, and the term length of your agreement. Savings are estimated based on the current Price to Compare (PTC) and an average 300-200 account just decreasing 2,000,000 annual kWh per customer, 100 kilowatts in demand per account over a contract beginning November 2012 until April 2015. Please call 1-866-236-9634 to see your savings. Ameren's rate per kWh is set annually on June 1, and changes seasonally on June 1 and October 1.

L-67-SECK SB-15/1-AMT

# 4. LET YOUR TARGET READ OR SCAN

To enhance performance of the letter, it's best to present the same information two different ways within body copy and in bulleted format for a quick-read scan.

Include full content in paragraph form within the body copy and use bullets in the right rail or within the letter itself.



**In-depth:**  
Full body copy in paragraph form allows for in-depth read

**Scan:**  
Important key points identified in right rail for quick scan

## 5. INCLUDE A SINGLE-FOCUSED CTA & AN EXPIRATION DATE

As a rule of thumb, the call-to-action should be included a minimum of three times within the letter alone.

The average person gets 9,000 emails a year, and that number is conservative for many of us.

Digital media has increased the number of messages that inundate prospects and customers. A fundamental direct mail best practice has always been ensuring clarity in what action is required.

Simplicity in messaging is more important than ever. Successful direct mail campaigns are clear on the desired action. Copy shouldn't be so clever that the reader has an ambiguity in why they should respond.



**FirstEnergy Solutions**

Dear Current Resident,  
This year is flying by. So are the savings.

Act now before 50% savings pass you by.

**Offer details**

Offer details	FirstEnergy Solutions
RS/WT rate per kWh @ 500, 1000 or 2000	3.88¢ in October 2012; then 7.75¢ through June 2014

**Enroll today to get a great price**

- Save 50% off our electric generation price in October 2012
- Lock in low prices through June 2014
- Receive the same reliable electric service you get today
- Still receive the same bill from your utility
- We are one of the nation's largest energy suppliers

And when your contract is coming to an end, FirstEnergy Solutions will provide a competitive renewal price. After all, we want to keep you as a customer for years to come. So start saving now with a lower price.

It's easy to enroll by web, by phone or by mail. Simply choose your enrollment option and start saving with FirstEnergy Solutions.

Sincerely,  
*David E. Henneman*  
Vice President, Retail Marketing

Act now before the 50% savings fly by. Enroll by 8/22/12 at [fessave.com/Penelec](http://fessave.com/Penelec). Have your bill in hand.

Scan the code with your smart phone and go directly to our website to enroll in minutes.

Enroll now by web, by phone or by mail. (Have your bill in hand.)

[fessave.com/Penelec](http://fessave.com/Penelec)  
1-877-220-4235  
Mail completed enrollment form below

**FINAL DAYS** to get 50% savings with FirstEnergy Solutions

**ENROLL NOW** for 50% off our price in October 2012

**LOCK IN** 7.75¢ per kWh from November 2012 through June 2014

**FirstEnergy Solutions Enrollment Form**

**YES,** I want to enroll and save with FirstEnergy Solutions, locking in my price for electric generation through June 2014, subject to eligibility requirements. Limited time offer applies only to Penelec customers in Residential Rate Codes RC or RC. Please complete and mail this form by August 22, 2012.

Name on account: \_\_\_\_\_

Penelec Customer #: 0800 \_\_\_\_\_

Phone Number (required): (\_\_\_\_) \_\_\_\_\_

Email Address: \_\_\_\_\_

Account holder's signature: \_\_\_\_\_

**ACT NOW: EXPIRES 8/22/12**

**PROMO CODE: 999999999999**

Multiple calls-to-action throughout the letter

**Last chance to save 50% off\* our electric generation price**

**Must enroll by August 22**

Promo Code: 999999999999

**Act now before 50% savings pass you by.**

Scan the code with your smart phone and go directly to our website to enroll in minutes.

Enroll now by web, by phone or by mail. (Have your bill in hand.)

[fessave.com/Penelec](http://fessave.com/Penelec)  
1-877-220-4235  
Mail completed enrollment form below

**LOCK IN** 7.75¢ per kWh from November 2012 through June 2014

Right rail successfully shows important messaging along with the call-to-action and expiration date

The right rail is effective in highlighting important messaging along with the call-to-action.



## PRESENTING TOO MANY CHOICES CAN IMPEDE RESULTS

One of the golden rules in direct marketing is providing people with a choice that requires a yes/no answer. Giving people multiple choices in direct mail is a big no-no. This direct marketing best practice is predicated on the human behavior that it's easier for people to say "yes, I want this," or "no, I don't," than weighing the trade-offs of a number of options.

There are certain communication channels appropriate for that level of shopping. Specifically, search, content marketing and social media are pull channels, in which the user is in a shopping mind set. Disruptive media such as direct mail require a streamlined, simple approach, typically in which the user can say "yes, I want to respond," or "no, I don't."

# 6. USE THE POWER OF THE P.S

Historically, the P.S. is the most-read area in a letter.

It is a best practice to include a primary message, a clear call-to-action and a deadline in the P.S. line.

Remember, new roads are calling. Now you know how to answer.

Best regards,

The Volkswagen Navigation Team

P.S. Don't miss free shipping. Purchase your map update by December 31, 2012.

- Find thousands of new ATMs and gas stations
- Discover new points of interest along the way
- Help protect your vehicle against extra wear and tear

Sincerely,

*David Hennekes*

David Hennekes  
Vice President, Retail Marketing

P.S. Remember to renew by August 17, 2012 to get a 50% discount in January.

- ☒ Lock in great low prices through 2014 and get a competitive price next time you renew
- ☒ Our number one commitment is serving you now and in the future

Expiration date included

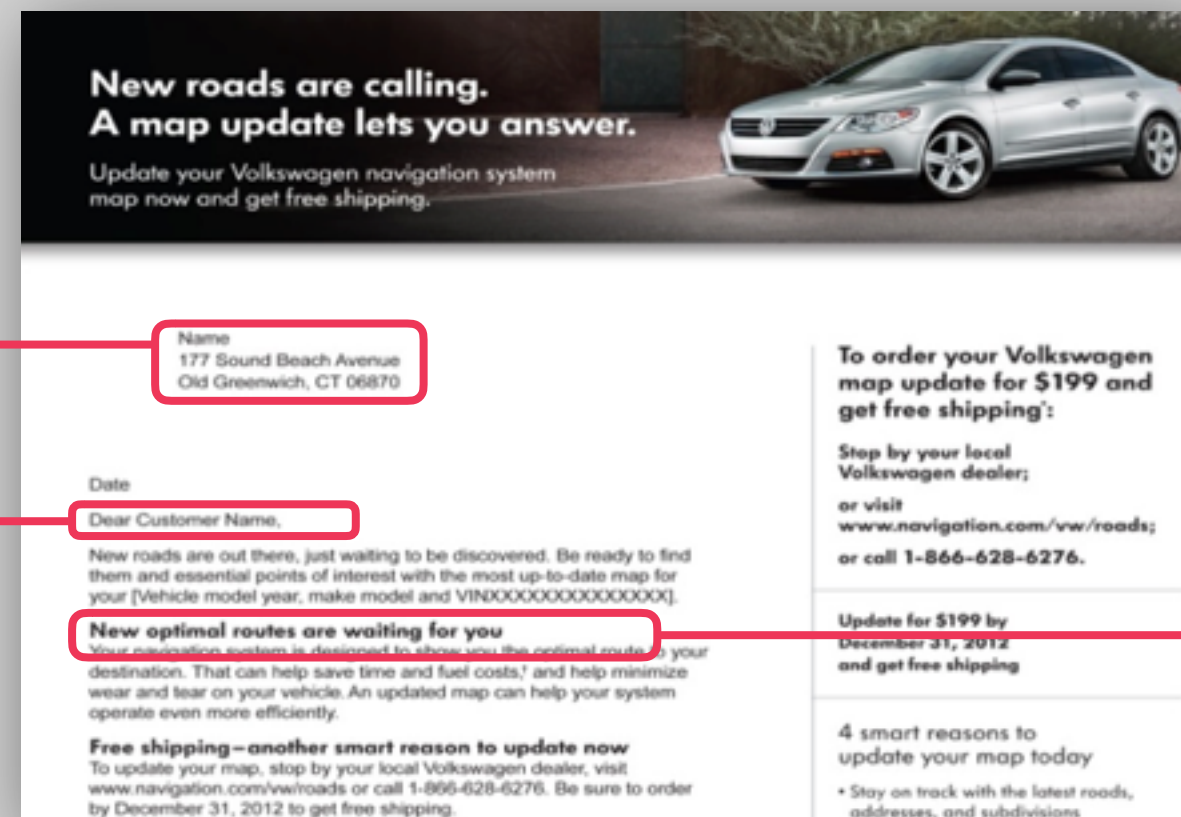
Call-to-action highlighted



# 7. INCORPORATE PERSONALIZATION TO DRIVE RELEVANCY

Studies show that two out of three customers prefer personalized communications. Personalization establishes credibility and increases response.

Personalized Name

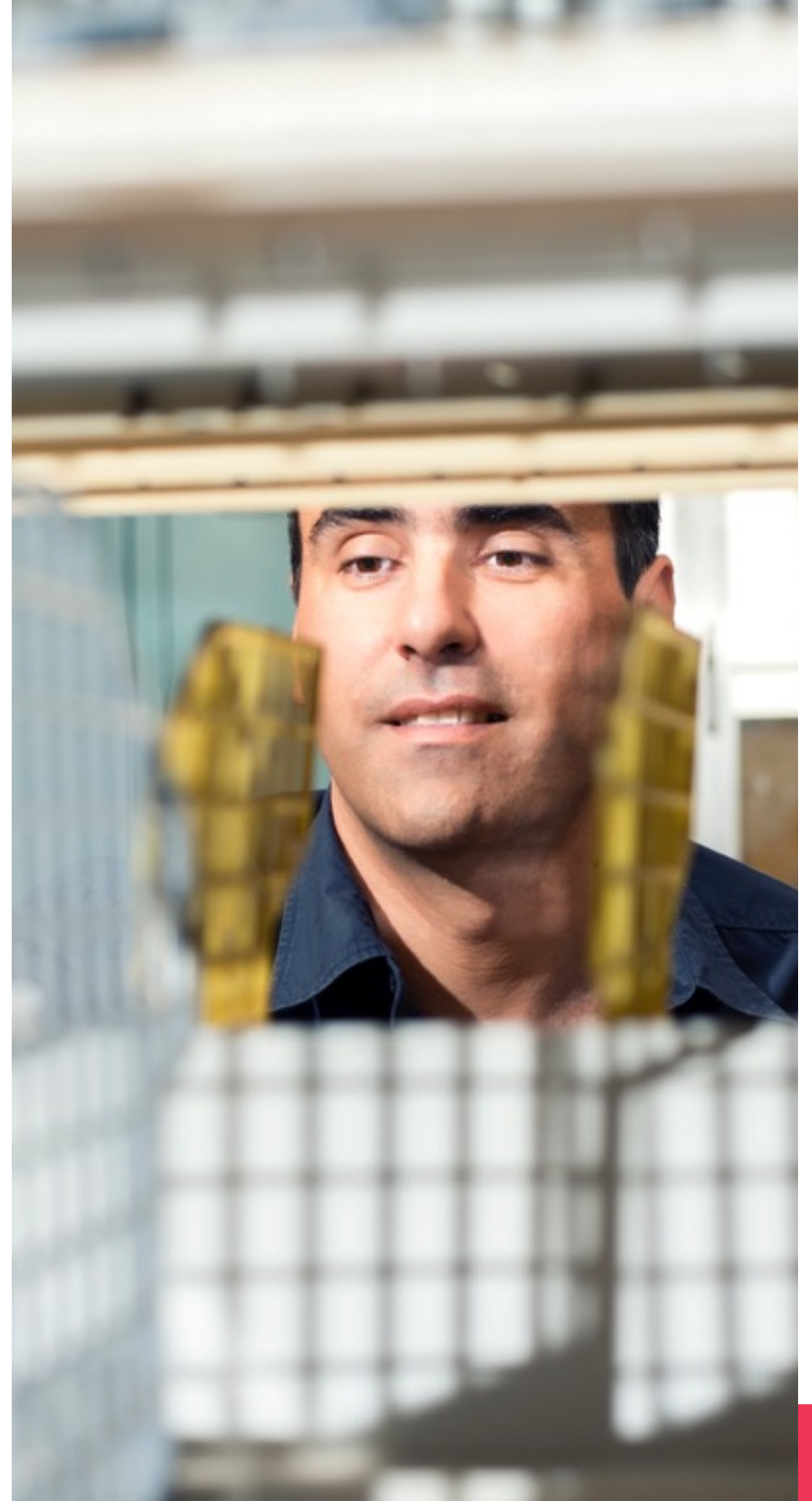


Specific vehicle model, vehicle year and VIN

# PERSONALIZATION VERSUS VERSIONING

Testing has demonstrated that personalized information, including personalized URLs (PURLs), improve response. Generic direct mail packages without personalization are not as effective and tend to produce inferior results. Personalization beyond name is proven to work at increasing relevancy and results. This includes using such as characteristics as account number (even partially hidden), type of vehicles, etc.

Today's buyers are inundated with information. Personalization and versioning is more important than ever. Personalization refers to specific, account-level information being incorporated into communications. Versioning is customizing communications on a segment or group level.



## 8. UTILIZE VERSIONING BASED ON TARGET

Targeting techniques help marketers increase efficiency and eliminate waste. The next step is to ensure messaging is adjusted for different audiences. General, one-size fit-all direct mail doesn't perform well.



# 9. EVERYTHING IS TESTABLE

Testing is one of the key foundational elements and best practices of direct marketing.

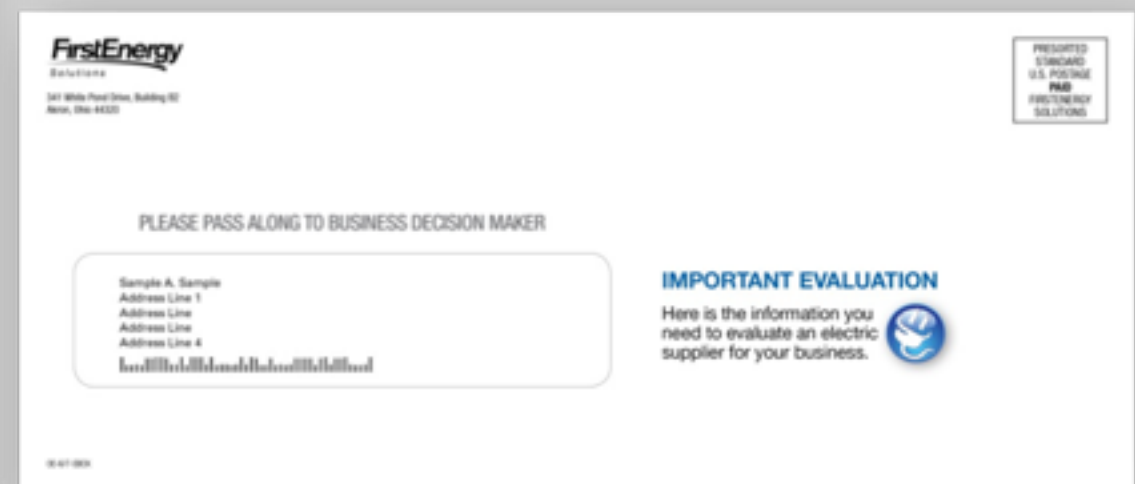
Direct mail provides ample opportunity for testing based on messaging, creative approach, package type, offers, etc.

Outer envelope plays a pivotal role in calling attention to the mail and message.

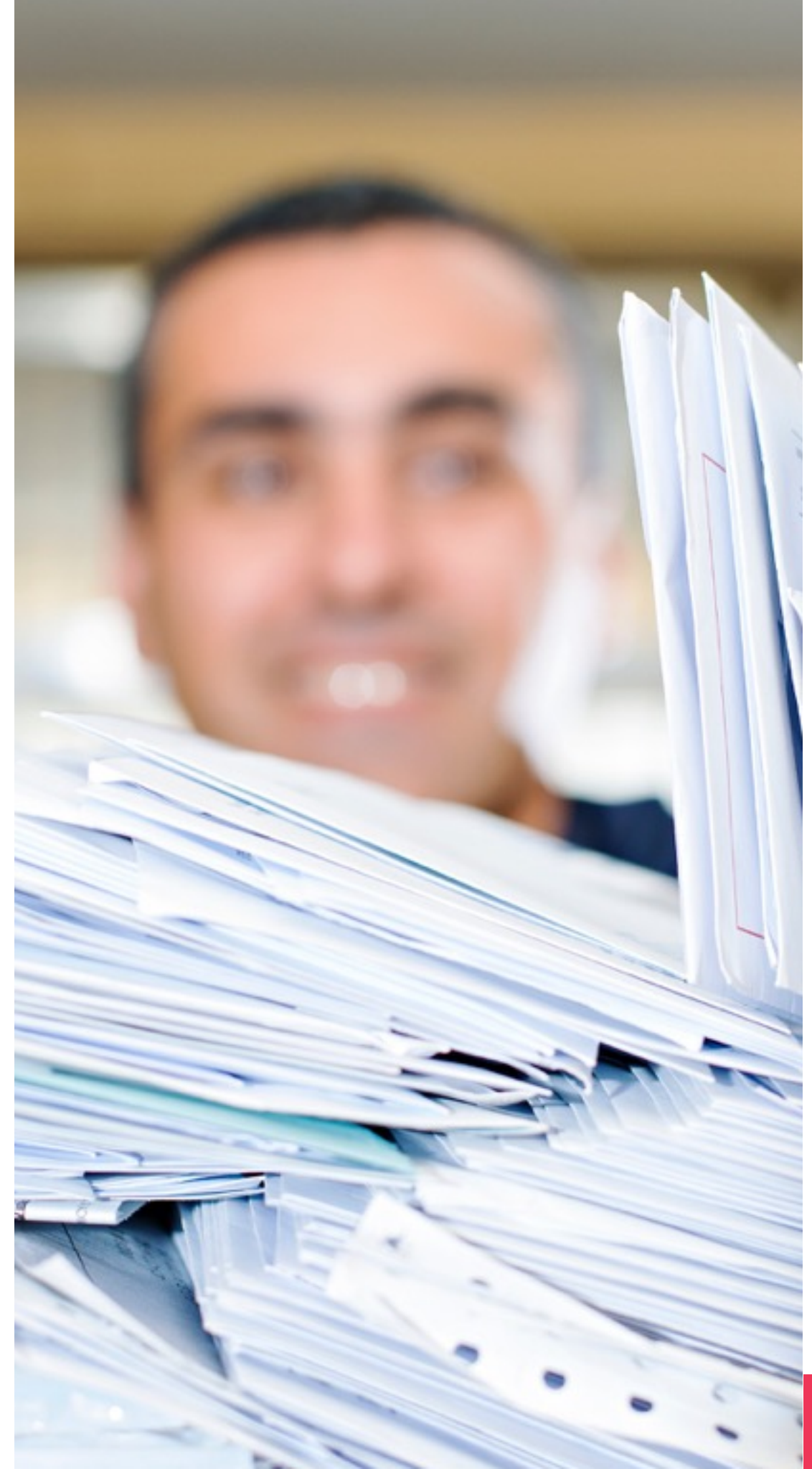
B2B Zip Pack



#11 B2B Envelope



Most marketers are limited to single dimension test design, only changing one aspect of the communication for the test, e.g. offer or messaging. This increases the likelihood of having a readable outcome.



"Official" letter creative

### FirstEnergy Solutions Enrollment Form

**YES, I'll enroll.** I want to enroll and save with FirstEnergy Solutions, locking in my price for electric generation through July 2013, subject to eligibility requirements. Limited-time offer applies only to Duke Energy customers on Residential Rate Code RS. Please complete and mail this form by August 15, 2011.

Name on account: \_\_\_\_\_

Duke Account #: \_\_\_\_\_

(Star Code)  
(Sample A, Sample)  
(Address Line 1)  
(Address Line 2)  
(Address Line 3)  
(Star Code)

Phone Number (preferred): \_\_\_\_\_

Email Address: \_\_\_\_\_

Account holder's signature: \_\_\_\_\_

☒ **PROMO CODE: XXXXXXXXXXXX**

**Offer expires 8/15/11** **Thank you for enrolling.**

**FirstEnergy Solutions**

**Alert: High electricity use period ahead.**  
**Enroll by August 15 and save up to \$420.\***

1-866-430-4408  
www.fessave.com/savings

Attention Duke Energy Customer,

**Summer can lead to increased energy use for residents in our area.** As temperatures rise, the extended use of air conditioning becomes necessary to keep our homes and families comfortable. The result can be substantially higher electric bills throughout the season.

It is important to know that you have an option when it comes to high electric bills. You could save on your electric generation price this summer when you choose FirstEnergy Solutions as your electric supplier.

With FirstEnergy Solutions, you could save up to \$420, lock in a low price for 2 years and save 25% over your current rate. But don't wait. You must enroll by August 15, 2011 at 1-866-430-4408 to take advantage of this offer.

When you enroll with FirstEnergy Solutions, your electric price will be only 6.14¢ per kilowatt-hour (kWh), which is a lower price than you pay right now. Then you can rest easy knowing

*(over please)*

**point-by-point comparison**

Compare	Duke Energy**	FirstEnergy Solutions
Rate per kWh:	8.24¢	6.14¢
Rate change:	Unpredictable	Price locked in for 2 years
Total savings:	No savings	\$420*
% savings:	None	25% savings

\*Savings are estimated based on an average customer using 10,000 kWh a year and a 10¢ per kWh rate. Actual savings may vary based on usage, rate and other conditions. Please call 1-866-430-4408 for more details.  
\*\*The first month after the contract date (1/1/2012) includes a 10% discount on the rate. After 1/1/2012, the rate will be the same as the Duke Energy rate.

**The inside story:**  
**Homeowners take control of a daily necessity.**

When it comes to electric generation prices, homeowners in our area are exercising their ability to save. In fact, they are locking in a low price right now.

That means homeowners are saving this summer, when air conditioning units and fans run for more extended periods.

It also means they're saving on a necessity they use every day. Because choosing FirstEnergy Solutions lets homeowners save on the electricity that powers electronics, appliances and lighting throughout the home.

**PROMO CODE: XXXXXXXXXXXX**

"Easy" letter creative

### This is Easy

**FirstEnergy Solutions**

It's Easy to beat high summer electric bills. **Save up to \$420\*** and lock in your electric generation price.

**PROMO CODE: XXXXXXXXXXXX**

Dear Duke Energy Customer,

Around here, summer can mean extended use of your air conditioning and higher electric bills throughout the entire season. That's why this summer, you should come to Easy. It's a place where you'll save money all summer.

How do you get to Easy? Simply choose FirstEnergy Solutions as your electric supplier.

**Easy means you can save this summer and lock in a low price.**

Choose FirstEnergy Solutions this summer and you could save up to \$420 and lock in a low electric generation price for 2 years. That's key, because **you could save 25% over your current rate.** But you must enroll by August 15, 2011 at 1-866-430-4408.

**Now it's easy to take control of your summer energy bills.** When you enroll with FirstEnergy Solutions, your electric price will be only 6.14¢ per kilowatt-hour (kWh). Look at this chart and compare your savings.

Compare	Duke Energy**	FirstEnergy Solutions
Rate per kWh:	8.24¢	6.14¢
Rate change:	Unpredictable	Price locked in for 2 years
Total savings:	No savings	\$420*
% savings:	None	25% savings

**Easy means quick sign-up with a trusted supplier.**

With FirstEnergy Solutions, you'll receive the same reliable electric service you get today from your utility, but for **less money than you're paying now.** You'll still receive your bills from Duke Energy. A service call or if needed, there will be no service interruption, and your electricity will still be delivered through existing wires.

It only takes a minute to enroll by phone, by web or by mail. Simply choose your enrollment option below and start saving. And welcome to Easy with FirstEnergy Solutions.

Sincerely,  
*Arthur Tran*  
Arthur Tran  
Senior Vice President,  
Retail Sales and Marketing

PS: Many Savings are only available if you enroll by 8/15/2011 at 1-866-430-4408.

\*Savings are estimated based on an average customer using 10,000 kWh a year and a 10¢ per kWh rate. Actual savings may vary based on usage, rate and other conditions. Please call 1-866-430-4408 for more details.  
\*\*The first month after the contract date (1/1/2012) includes a 10% discount on the rate. After 1/1/2012, the rate will be the same as the Duke Energy rate.

1-866-430-4408  
www.fessave.com/ohio

### FirstEnergy Solutions Enrollment Form

**YES,** I want to enroll and save with FirstEnergy Solutions, locking in my price for electric generation through July 2013, subject to eligibility requirements. Limited-time offer applies only to Duke Energy customers on Residential Rate Code RS. Please complete and mail this form by August 15, 2011.

Name on account: \_\_\_\_\_

Duke Account #: \_\_\_\_\_

(Sample A, Sample)  
(Address Line 1)  
(Address Line 2)  
(Address Line 3)  
(Star Code)

Phone Number (preferred): \_\_\_\_\_

Email Address: \_\_\_\_\_

Account holder's signature: \_\_\_\_\_

☒ **PROMO CODE: XXXXXXXXXXXX**

**Offer expires 8/15/11** **Thank you for enrolling.**

**FirstEnergy Solutions**

Testing should ensure messaging remains constant to provide a level playing field for different creative.



Providing no offer

Providing monetary offer with gift cards in different values

**This is Easy**

It's Easy to beat high summer electric bills. Save up to \$420\* and lock in your electric generation price.

PROMO CODE: XXXX-XXXXXX

**Save up to \$420\* on your electric bills. Save up to \$420\* on your electric bills. Save up to \$420\* on your electric bills.**

**1. Lock in a low price this summer and keep saving on electricity for the length of your contract.**

**2. Beat high energy bills with the lowest rates.**

**3. Keep your cash because**

**FirstEnergy Solutions Enrollment Form**

Offer expires 8/15/11

Thank you for enrolling.

**This is Easy**

Save up to \$400\* on your electric generation price. And get a \$25 Visa® Gift card\* it's that Easy.

Enroll by 8/15/11.

PROMO CODE: XXXX-XXXXXX

**Get a \$25 Visa Gift card when you enroll.**

**Easy to save. Get a \$25 Visa Gift card and use it to enjoy summer.**

**Easy to lock in. You can lock in a low price when you enroll now.**

**FirstEnergy Solutions Enrollment Form**

Offer expires 8/15/11

Thank you for enrolling.

**This is Easy**

Save up to \$392\* on your electric generation price. And get a \$50 Visa® Gift card\* it's that Easy.

Enroll by 8/15/11.

PROMO CODE: XXXXX-XXXX

**Get a \$50 Visa Gift card when you enroll.**

**Easy to save. Get a \$50 Visa Gift card and use it to enjoy summer.**

**Easy to lock in. You can lock in a low price when you enroll now.**

**FirstEnergy Solutions Enrollment Form**

Offer expires 8/15/11

Thank you for enrolling.

**This is Easy**

Save up to \$374\* on your electric generation price. And get a \$75 Visa® Gift card\* it's that Easy.

Enroll by 8/15/11.

PROMO CODE: XXXXX-XXXX

**Get a \$75 Visa Gift card when you enroll.**

**Easy to save. Get a \$75 Visa Gift card and use it to enjoy summer.**

**Easy to lock in. You can lock in a low price when you enroll now.**

**FirstEnergy Solutions Enrollment Form**

Offer expires 8/15/11

Thank you for enrolling.

Keep creative and messaging constant to get "a read" on offer testing.

# 10. COMPLETE A BACK-END MATCHBACK

It is a best practice to complete a back-end matchback post-campaign to determine the response rate of your intended target, testing and gauge overall learnings.

Incorporating these 10 best practices will help ensure better results and a higher ROMI for your direct mail.

# 5 THINGS TO KEEP IN MIND

1. Direct marketing drivers can be applied to a myriad of channels, including digital tactics such as email and landing pages
2. Direct mail works better when part of a multichannel strategy
3. Ensure your direct mail campaign is meaningful to your target audience with a **relevant message and offer**
4. Apply best practices to optimize response
5. Test, test, test to evaluate and assign improvement to the needed areas