

# Marketing Strategy Report

## ## Analysis of Lob.com

Based on the analysis of the lob.com homepage, here's a summary of notable information:

- \* \*\*New Product Launches/Features:\*\* Postal IQ advanced routing
- \* \*\*Press Releases:\*\*
  - \* Lob Report Shows Direct Mail Breaks Through Digital Noise
- \* \*\*Blog:\*\*
  - \* Direct mail API solutions: how healthcare and finance companies scale securely