DIRECT MAIL > CONSUMER PROFILE

GANNETTLOCAL

The premier resource for direct marketing services. GannettLocal allows you to specifically target your best customers by geography and/or demographics.

With an extensive database consisting of more than 300 criteria for 1.7 million households in Maricopa County, GannettLocal's targeting options are endless. For example:

Geographically: ZIP code or Address.

Demographically: Age, income, marital status, homeowner/renter, new homeowners, age of children, golfers, pool owners, home value, length of residence, investors, Hispanic, special interests and more.

To have a successful direct mail campaign, your data can be more important than the mail piece itself. Poor data will prevent your offer from getting into the hands of your customer or prospect, minimizing your chances of getting a response. Our qualified data analysts can create the best list suited to your advertising campaign's goals. We can process your customer data, procure a prospect database or create a custom list utilizing both customer and prospect data.

In addition to various targeting capabilities, GannettLocal provides creative development, printing, list services, lasering and lettershop services. Plus, a wide variety of mailing options including postcards, self-mailers, newsletters and letters, all at affordable rates. Direct mail is not only a cost-efficient marketing tool, but an effective one as well.

ADULT CONSUMER PROFILE

- 88% say they read direct mail from discount retailers.

- 63% have responded to retail direct mail with a percent-off discount.

- 48% indicate they respond to direct mail offering gift cards.

- 72% with an annual income of $30K or less responded to buy one get one free retail direct mail offers.

- 69% earning an annual salary of $100K+ have responded to direct mail offering percentage-off a retail purchase.

Whether you are looking for total market coverage or targeted reach, GannettLocal will partner with you to:

- Maximize response to your campaign by offering the right offer at the right time.

- Profile your customer database and deliver your message to the right prospects.

- Design your custom direct mail campaign quickly and cost-effectively.

- Develop a customer database to reduce your long term advertising costs.

Source: Vertis Communications Retail Direct Mail Survey