

BCC SOFTWARE **USER CONFERENCE**

Info**X**change™

CHICAGO
2024

AUGUST 12TH - 15TH

The Direct Mail Revolution: Bridging the Digital Divide

Discover how combining BCC Software with OmniChannel capabilities can transform ordinary mailers into marketing powerhouses and boost relevance and revenue.





David Rosendahl

Co-Founder & President
MindFire, Inc.



The Direct Mail Revolution: Bridging the Digital Divide

Discover how combining BCC Software with OmniChannel capabilities can transform ordinary mailers into marketing powerhouses and boost relevance and revenue.



In Loving Memory Of:
Direct Mail
1775 - 2008





Our Goal Today

InfoXchange[™] CHICAGO 2024
AUGUST 12TH - 15TH

MindFire, Inc. is trusted by the best

We are thankful for our amazing partners who use MindFire, Inc. to serve the biggest names in the industry.

Summit Direct has grown 400% by partnering with MindFire. Today, 80% of our business is linked to a MindFire, Inc. solution and I work with them daily to ensure our projects are delivered with excellence.



Mike Robinson
Marketing Strategist at Summit Direct



facebook

Johnson & Johnson



And more...





It all started when ...

Tom

":-)"

Male
30 years old
Santa Monica,
CALIFORNIA
United States

Last Login:
4/22/2006

View My: [Pics](#) | [Videos](#)

Contacting Tom

- | | |
|-----------------|-------------------|
| Send Message | Forward to Friend |
| Add to Friends | Add to Favorites |
| Instant Message | Block User |
| Add to Group | Rank User |

MySpace URL:<http://www.myspace.com/tom>**Tom's Interests****General**

Internet, Movies, Reading, Dancing, Karaoke, Baseball, Language, Culture, History of Communism, Philosophy, Singing/Writing Music, Running, Finding New Food, Weight Lifting, Hiking, WWI Aviation, Travel, Building alternate communities

Music

Bands: Beatles, Superdrag, Jackson 5, Weezer, Sex Pistols, The Carpenters, Vain, Radiohead, Teenage Fanclub

Tom is in your extended network**Tom's Latest Blog Entry** [[Subscribe to this Blog](#)]

MySpace Concert & Parties -Georgia, Orlando, Miami! ([view more](#))

In Stores Today - MySpace Records Vol. 1 ! ([view more](#))

MySpace Records - get more photos for your profile! ([view more](#))

October 29th - MySpace 2-Year Anniversary Concert! ([view more](#))

NIN, QOTSA, Acoustic and Punk Tours (!) ([view more](#))

[[View All Blog Entries](#)]

Tom's Blurbs**About me:**

I'm here to help you with **MySpace**. Send me a message if you're confused by anything. **Before asking me a question, please check the FAQ to see if your question has already been answered.**

I may have been on your friend list when you signed up. If you don't want me to be, click "Edit Friends" and remove me!

Also, feel free to tell me what features you want to see on MySpace and if I think it's cool, we'll do it!

If you want a tutorial on HTML/designing your page, check this out: [Mack!!](#)

Note: If you try to view my friends list you won't see all 24,000,000 million people. This was bogging down the system, so we made it only show 40 people. So you won't be able to see the friends on my list.

Who I'd like to meet:

I'd like to meet people who educate, inspire or entertain me... I have a few close friends I've known all my life. I'd like to make more.

**“How can we increase
response rates?”**



S&P 500, 1D, SP
ATR Stops (6, 2.5)
Vol (20)

Market Closed



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THE WALL STREET JOURNAL.

DOW JONES
A NEWS CORPORATION COMPANY

TUESDAY, SEPTEMBER 16, 2008 • VOL. CCLII NO. 65

★★★★ £2.50
Printed in London

DJIA 10917.51 ▼ 504.48 -4.4% NASDAQ 2179.91 ▼ 3.6% NIKKEI Closed(12214.76) DJ STOXX 50 2744.81 ▼ 4.0% 10-YR TREAS ▲ 2 3/32, yield 3.482% OIL \$95.71 ▼ \$5.47 GOLD \$783.10 ▲ \$22.80 EURO \$1.4310 YEN 104.88

AIG, Lehman Shock Hits World Markets

Focus Moves to Fate of Giant Insurer After U.S. Allows Investment Bank to Fail; Barclays in Talks to Buy Core Lehman Unit

The convulsions in the U.S. financial system sent markets across the globe tumbling, as two of Wall Street's biggest firms looked set to exit the scene and insurance titan American In-

*By Susanne Craig,
Jeffrey McCracken,
Jon Hilsenrath and
Deborah Solomon*

ternational Group Inc. turned to the Federal Reserve and the state of New York for assistance.

The U.S. stock market suffered its worst daily point plunge since the first day of trading after the Sept. 11, 2001, terrorist attacks. Financial markets were rattled by the rushed sale Sunday of Merrill Lynch & Co. and the bankruptcy-court filing of Lehman Brothers Holdings Inc., which scrambled Monday to sell its most-prized businesses before too many employees and customers walk out the door. (Please see related article on Page C1.)

All day Monday, top Lehman officials were huddled in Manhattan at their Seventh Avenue

ing. For much of the day, the major U.S. market indexes were down 2%, which, while a good-sized decline, was smaller than many had thought would be the case. But in the final hour of trading, a wave of selling hit, driven by concerns about the fate of AIG. The Dow Jones Industrial Average ended down 504.48 points on Monday, off 4.4%, at its daily low of 10917.51, down 18% on the year. Of the Dow industrials' 30 components, all but one—Coca-Cola Co.—fell, led by a 60.8% plunge in AIG.

In Europe, London's FTSE 100 index dropped 3.9%. Several Asian markets, including Japan and China, were closed Monday due to holiday. By Tuesday, Tokyo shares were down 5.1% in early trading, and Hong Kong's Hang Seng index was down 6.1%.

Monday's action was the latest fallout in a widening financial crisis that began a year ago with the fall of American housing prices and is now reordering the U.S. financial system. Steps unveiled by the Federal Reserve to expand its emergency lend-



AIG Faces Cash Crisis As Stock Dives 61%

*By Matthew Karnitschnig,
Liam Plevin
and Serena Ng*

American International Group Inc. was facing a severe cash crunch last night as ratings agencies cut the firm's credit rat-

THE WALL STREET JOURNAL.

DOW JONES

A NEWS CORPORATION COMPANY

TUESDAY, SEPTEMBER 30, 2008 • VOL. CCLII NO. 77

★★★★ \$2.00

DJIA 10365.45 ▼ 777.68 -7.0% NASDAQ 1983.73 ▼ 9.1% NIKKEI 11743.61 ▼ 1.3% DJ STOXX 50 2588.72 ▼ 4.9% 10-YR TREAS ▲ 1 21/32, yield 3.630% OIL \$96.37 ▼ \$10.52 GOLD \$888.20 ▲ \$5.30 EURO \$1.4641 YEN 104.29

Bailout Plan Rejected, Markets Plunge, Forcing New Scramble to Solve Crisis

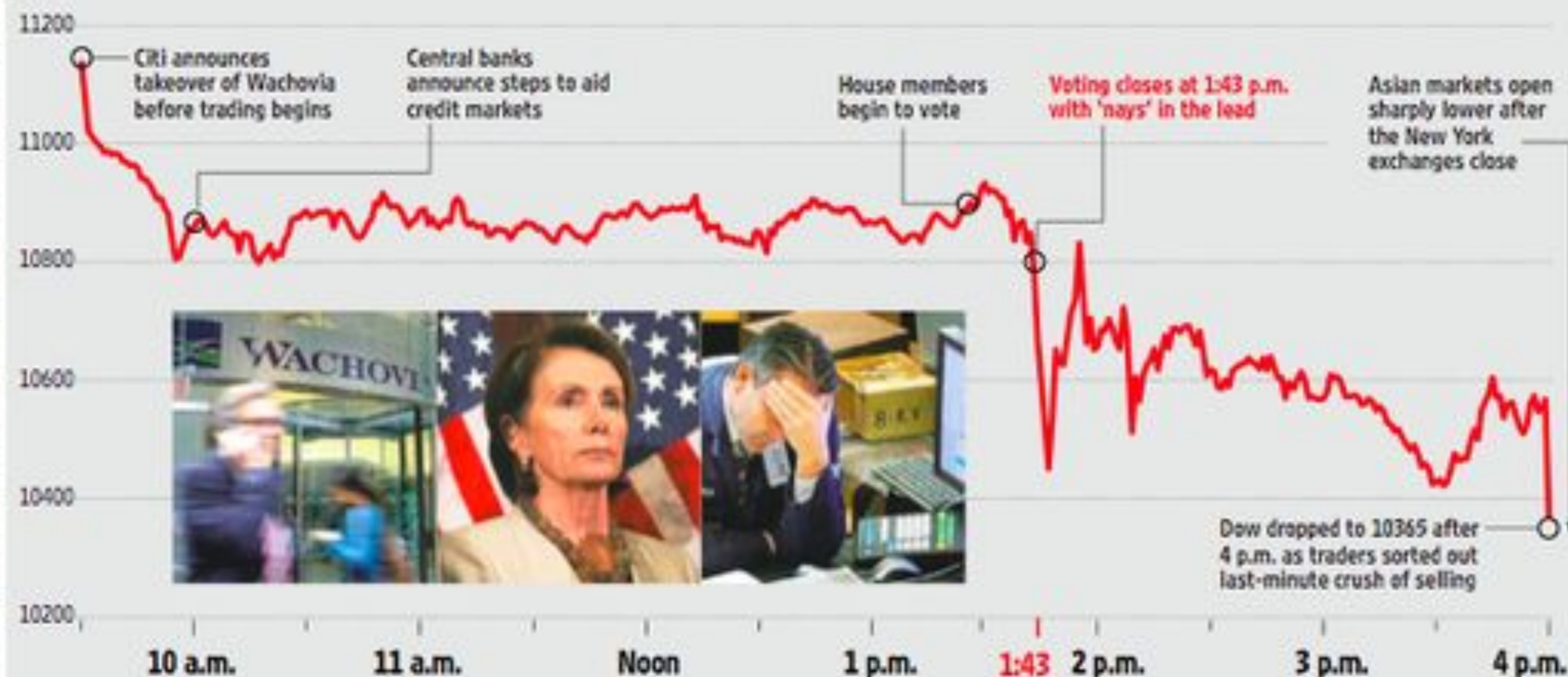
BY SARAH LUECK,
DAMIAN PALETTA
AND GREG HITT

WASHINGTON—The House of Representatives defeated the White House's historic \$700 billion financial-rescue package—a stunning turn of events that sent the stock market into a tailspin and added to concerns that the U.S. faces a prolonged recession if the legislation isn't revived.

The Dow Jones Industrial Average sustained its biggest point drop in history and its biggest closing decline since the day the markets re-opened after the Sept. 11, 2001, terrorist attacks. The Dow, which had opened sharply lower on fears of more possible bank failures, finished the day down 7%, with a 777.68 point drop to 10365.45. Losses to shares on the broader Dow Jones Wilshire 5000 index amounted, on paper, to \$1.2 trillion—eclipsing the size of the proposed bailout package. The Nasdaq Stock Market finished down 9.1%.

The widely watched VIX index, a measure of market volatility often called “the fear index,” closed at its highest levels in its 28-year history. In early trading

Down 777.68 points The tale of the Dow's largest point loss on record



Source: WSJ Market Data Group; Photos: Bloomberg/Landov; Associated Press; UPI/Landov Note: Dow Jones Industrial Average in one-minute intervals



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Columbus, Ohio 43224

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MORTGAGE
COMPANY USA

John Sample
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Costa Mesa, CA 92626-4719





John Sample, respond now to claim your special offer:

CALL:

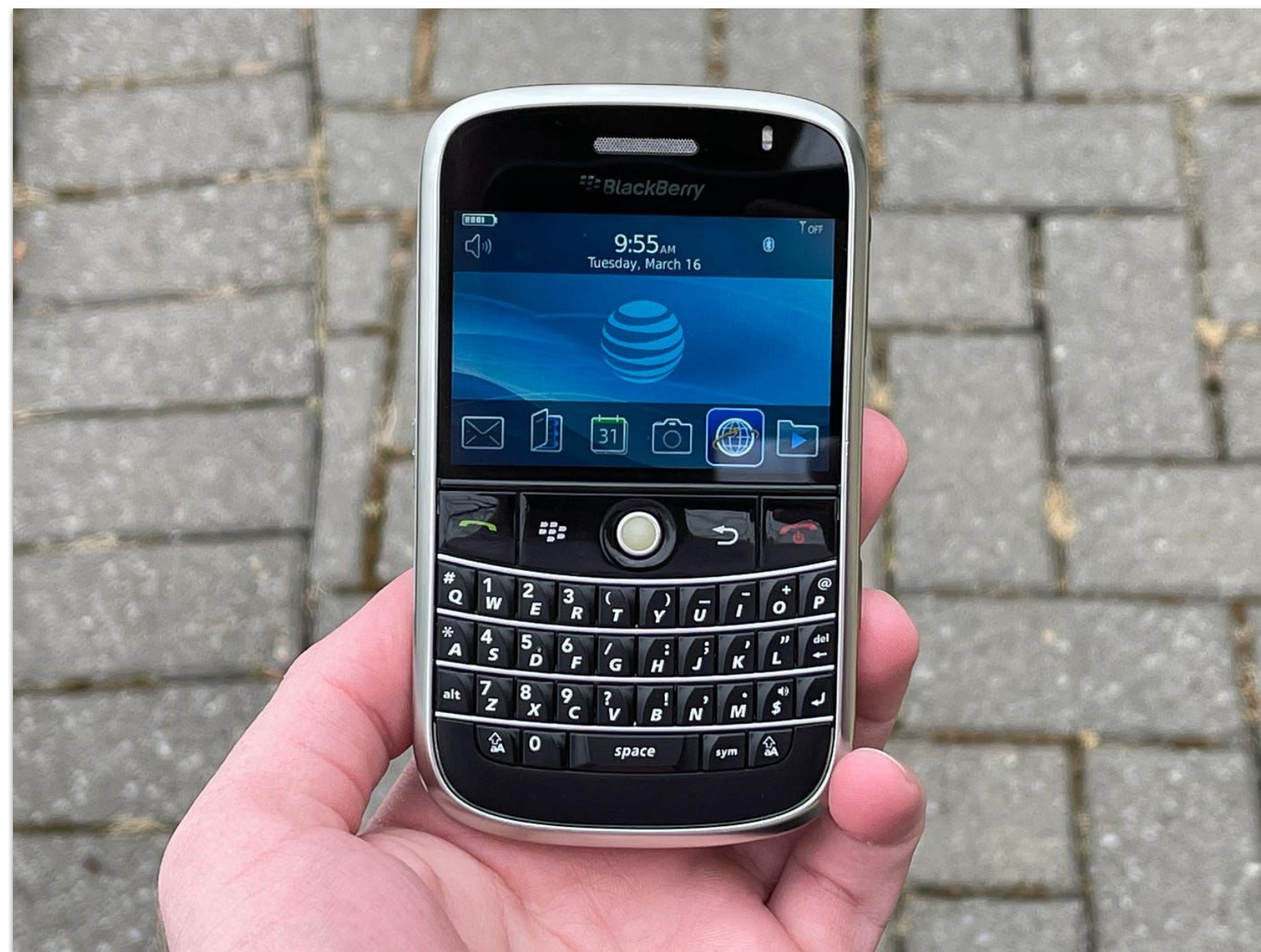
1-800-123-1234

VISIT:

JohnSample.myOffer.com

USE CODE:

478103350



We Discovered that Adding a Personalized URL:

- Was a deceptively simple strategy
- Made responding easier for the recipient
- Gave the printer visibility into what worked (+ proved their value)
- Provided the brand with real-time alerts & leads





User reports indicate problems at Amazon Web Services

Amazon Web Services offers a series of services for online applications. The best known services are the online storage service Amazon S3 and the remote compute or cloud computing platform EC2. Amazon Web Services are developed and operated by Amazon.com, the online retailer.

I have a problem with Amazon Web Services







The OmniChannel Framework

1

The “Call-to-Action” (CTA) part of the mailer is now empowered by the printer.

Strong credit
financial mus

Nearly every facet of your financial strength of your credit score, from qualifying interest rate and term on. Don't let the benefits of your hard-earned money go to waste—flex that FICO score with. Whether you're looking to expand or that little upgrade you've been dreaming of, BHG is the perfect loan just for you.

CALL:
866.272.8672

VISIT:
WilliamShenk33.BHGLoan.com

USE CODE:
478103350

**DON'T DELAY.
CLAIM YOUR FUNDS BY:**
08/27/2022

FUNDING UP TO
\$250,000¹

SCAN THE QR CODE:
See your estimated
monthly payment



Qualify for the funds
you need, before you
need them.

BHG Money Delivers:

- Flexible terms up to 12 years¹
- No personal collateral required
- No impact on your personal credit
- Loans up to \$250,000¹
- Specialists available 7 days a week

Flex your financial muscle.



¹Subject to credit approval. 12-year terms not available for all commercial customer credit profiles. Loan amounts and funding times applicable for commercial loans only. Consumer terms may vary. For California Residents: Consumer and commercial loans made or arranged pursuant to a California Financing Law license - Number 6036493. Call for full program details. Eligibility does not guarantee approval.

11/2/14

BHG money
POWERED BY BHG FINANCIAL



Welcome William!

Financing for busy professionals like you.

Business loan features

- Funding in as few as 3 days¹
- No impact to your personal credit²
- Flexible terms up to 12 years¹
- Loans up to \$250,000¹
- No personal collateral required
- Specialists available 7 days a week

I'm looking to finance

\$

Enter the amount

Credit score range

Income range

Phone number

Email address
teemieoz@aol.com

Talk to us 866.272.8672

ESTIMATE MY PAYMENT

with just one click! Won't impact your credit.²

Search Salesforce

Sales Home Leads Opportunities Accounts Contacts Calendar Reports

LEAD Ms. Lois Lewis + Follow Convert Disqualify Edit Delete

Phone +1 (216) 241-7225 Company Zephyr Co. Job title Purchasing manager Email l_lewis@zephyr.com

Research Converted Mark the stage as complete

KEY FIELDS Edit

Industry	F&B manufacturing
No. of Employees	50
Annual Revenue	\$ 125,000.00
Address	1241 Superior Avenue, Cleveland, OH 44114

GUIDANCE FOR SUCCESS

Mark this stage complete after:

1. You've filled out Details and Key Fields.
2. If lead is interested, set converted status to Converted and create a new account and contact.
3. If lead is not interested at this time, set Converted Status to Contact again in 3 month and create a new account and contact.
- 3.1. Create a follow up task to call the contact in 3 month.

ACTIVITY COLLABORATE DETAILS

Lead Owner Christine Mathis Phone +1 (216) 241-7225 Change Lead Owner

Einstein

90 Lead Score

1

Strong credit = financial muscle

Nearly every facet of your financial life is impacted by the strength of your credit score, from lease applications to your qualifying interest rate and term on loans and mortgages. Don't let the benefits of your hard-earned, good credit go to waste—flex that FICO score with a loan from BHG Money. Whether you're looking to expand your business or making that little upgrade you've been dreaming of, BHG Money has the perfect loan just for you.

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WilliamShenk33.BHGLoan.com

USE CODE:
478103350

DON'T DELAY.
CLAIM YOUR FUNDS BY:
08/27/2022

When a PURL is visited, or a PQR is scanned, the respondent arrives at a Personalized Microsite.



Qualify for the funds you need, before you need them.

BHG Money Delivers:

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3/2/14

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Income range



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Phone +1 (216) 241-7225 Company Zephyr Co. Job title Purchasing manager Email l_lewis@zephyr.com

Research Converted Mark the stage as complete

KEY FIELDS Edit

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CLAIM YOUR FUNDS BY:**
08/27/2022

BHG money
POWERED BY BHG FINANCIAL



APPROVAL AS QUICK AS
24 HRS¹

FUNDS IN AS FEW AS
3 DAYS¹

FUNDING UP TO
\$250,000¹

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See your estimated
monthly payment



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1/2/14

BHG money
POWERED BY BHG FINANCIAL

2

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Income range

Phone number

Email address
teemieoz@aol.com

Talk to us 866.272.8672

ESTIMATE MY PAYMENT

with just one click! Won't impact your credit.²

Activity & Leads
are sent
immediately to
the end-Client's
Call Center.
Often, this is
Salesforce.com.

3

The screenshot shows a Salesforce CRM interface. At the top, there's a navigation bar with tabs for Sales, Home, Leads, Opportunities, Accounts, Contacts, Calendar, and Reports. Below this, a lead card for 'Ms. Lois Lewis' is displayed. The card includes fields for Phone (+1 (216) 241-7225), Company (Zephyr Co.), Job title (Purchasing manager), and Email (l_jewis@zephyr.com). Below the lead card, there's a progress bar with stages: Research (completed), Converted (completed), and a button to 'Mark the stage as complete'. To the right of the progress bar, there's a 'GUIDANCE FOR SUCCESS' section with instructions on how to handle the lead. At the bottom, there's an 'ACTIVITY' section with a 'Collaborate' tab and a 'Details' tab. The 'Details' tab shows the lead owner as Christine Mathis and the phone number as +1 (216) 241-7225.



Results

- \$2+ billion in funded loans
- Printer grew to over \$50 million

Three Secrets to Bridging the Digital Divide



#1: “The 1% Revolution: Transforming Direct Mail ROI Through Compounding Gains”

#2: “Seasoned Sellers, New Frontiers: Conquering Omnichannel Sales Without the Learning Curve”

#3: “From Reactive to Proactive: Redefining the Print Provider's Role in OmniChannel Marketing”



#1: The 1% Revolution: Transforming Direct Mail ROI Through Compounding Gains



Direct Mail - Personalized URL Case Study - Acquisition Program

A national financial services client sought a way to increase responses. Through comparative testing between mail pieces that did and did not utilize Personalized URLs, the power of Personalized URL utilization was discovered

A/B SPLIT TEST

Challenge



A national financial services client tested purls with the objective of increasing responses on their control package. The client mails 2,000,000 pieces per month of customer acquisition packages to various data sources. The client operates in an environment that requires strict compliance and security policies.

Financial Services

2,000,000 DM p/mo

Solution

A Personalized URL was created to comply with all national company standards. Various domain names, placement, and positions were tested over several months to determine impact. The client control package was mailed with the Personalized URL against a direct mail company who mailed the control package without the Personalized URL. The program compared results over a six month basis.

Control: No PURL

Test: With PURL

Duration: 6 Months

Result

The control package with Personalized URL won every month.

The client experienced a visit rate of .2% to .4% with an average Personalized URL visit rate of .3%. The client experienced a variance in lift that ranged from 20% to 30% with an average lift in completed transactions of 25%.



20-30% PURL Lift

The Power of 1%

- Start with your current response rate (e.g., 1%)
- Add a digital touch (e.g., PURL) that increases response by 1%
- Add another touch (e.g., QR code) for another 1% increase
- Continue adding touches (e.g., personalized landing pages, email follow-ups, retargeting ads, SMS, Ringless Voicemail, Wallets)

Starting at 1%, after 10 touches: $1.01^{10} = \mathbf{1.1046}$ (10.46% increase)

After 15 touches: $1.01^{15} = \mathbf{1.1610}$ (16.10% increase)

#2: Seasoned Sellers, New Frontiers: Conquering Omnichannel Sales Without the Learning Curve



**“I know nothing
about digital
marketing.”**

**“I know nothing
about digital
marketing.”**



**Ask the right
questions.**



From Print Provider to OmniChannel Partner

- Your team's greatest asset: Client relationships
- Ask the right questions, spot opportunities
- No need for extensive digital expertise
- Partner with experts for technical execution
- You're already doing multi-channel (Informed Delivery)

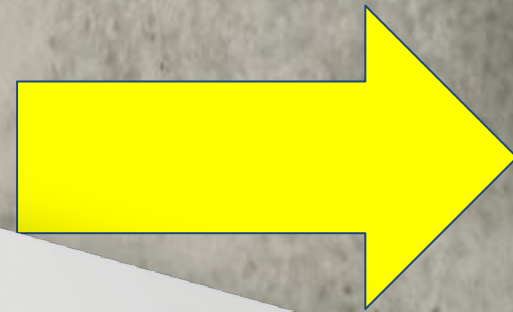
The Framework

1. **Learn to ask about the client's business goals and challenges.** This isn't about selling a product; it's about solving problems.
2. **Learn how to identify opportunities in the client's current print campaigns.** Where could digital elements add value?
3. **Learn how to position OmniChannel solutions as a way to achieve the client's goals.** This isn't about technical details; it's about outcomes.

#3: From Reactive to Proactive: Redefining the Print Provider's Role in OmniChannel Marketing



**“Dave, if my
clients wanted
this, they'd tell
me.”**

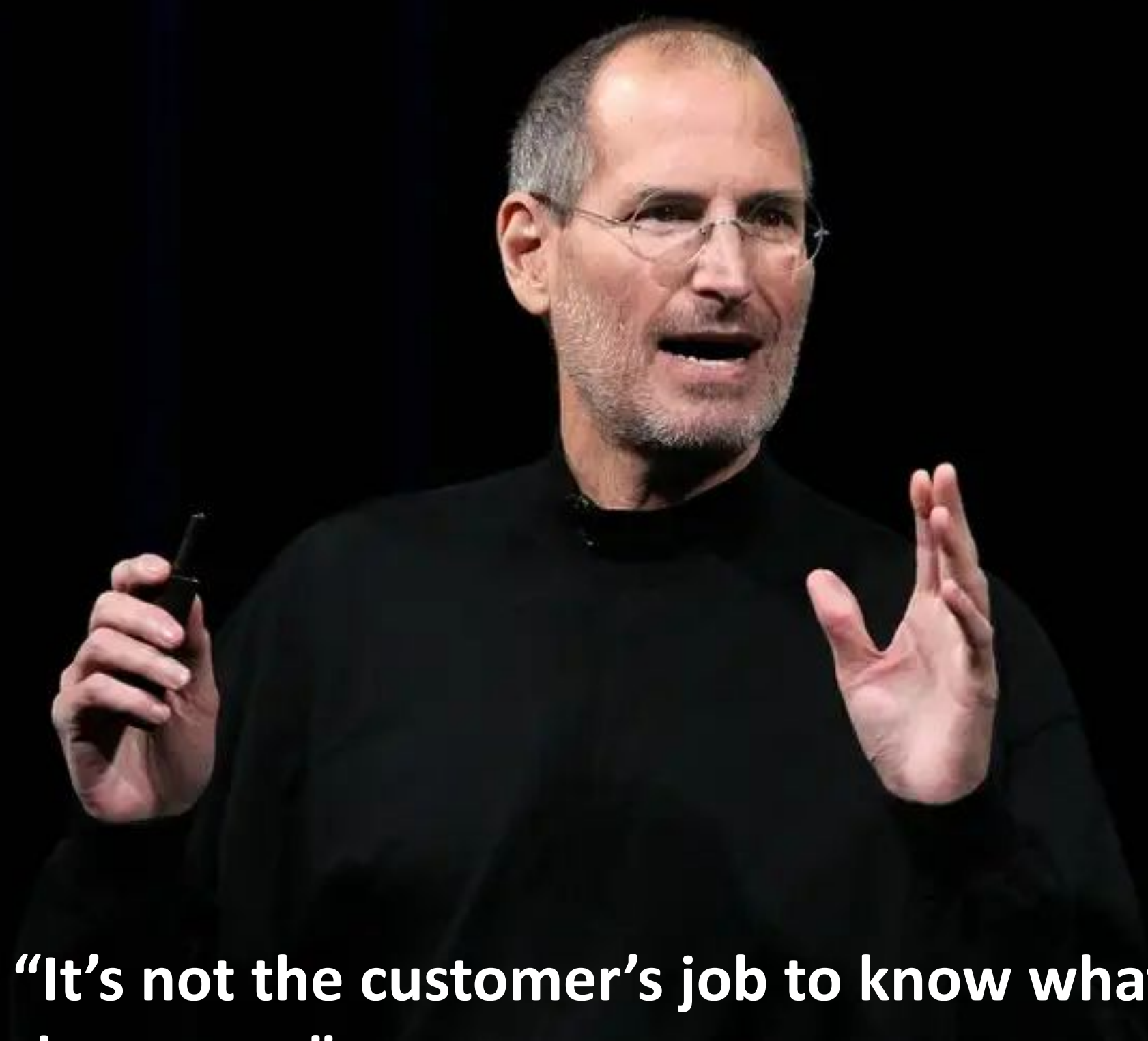


Purpose



“If I had asked people what they wanted, they would have said faster horses.”

Henry Ford



“It’s not the customer’s job to know what they want.”

Steve Jobs

Framework: The Proactive OmniChannel Consultation

- Shift from price-based to results-based conversations
- Educate clients on the possibilities of OmniChannel marketing
- Demonstrate the added value with case studies and examples
- Present OmniChannel as a natural evolution of their current campaigns

What Are You Selling?

Current Scenario:	With OmniChannel:	Financial Impact:
<ul style="list-style-type: none">● Monthly mailers: 100,000● Current response rate: 1%● Leads generated: 1,000● Conversion rate: 10%● Sales: 100● Client's service price: \$5,000	<ul style="list-style-type: none">● New response rate: $1.01^{10} = 1.1046\%$ (<i>10.46% increase</i>)● New leads generated: 1,104● Sales (<i>at same 10% conversion</i>): 110	<ul style="list-style-type: none">● Additional sales: \$50,000● You charge: \$5,000 (<i>setup</i>) + \$3,000 (<i>3 cents * 100,000 mailers</i>)
Total sales: \$500,000	Total sales: \$550,000	Net gain for client: \$42,000



Q&A

Get In Touch

EMAIL

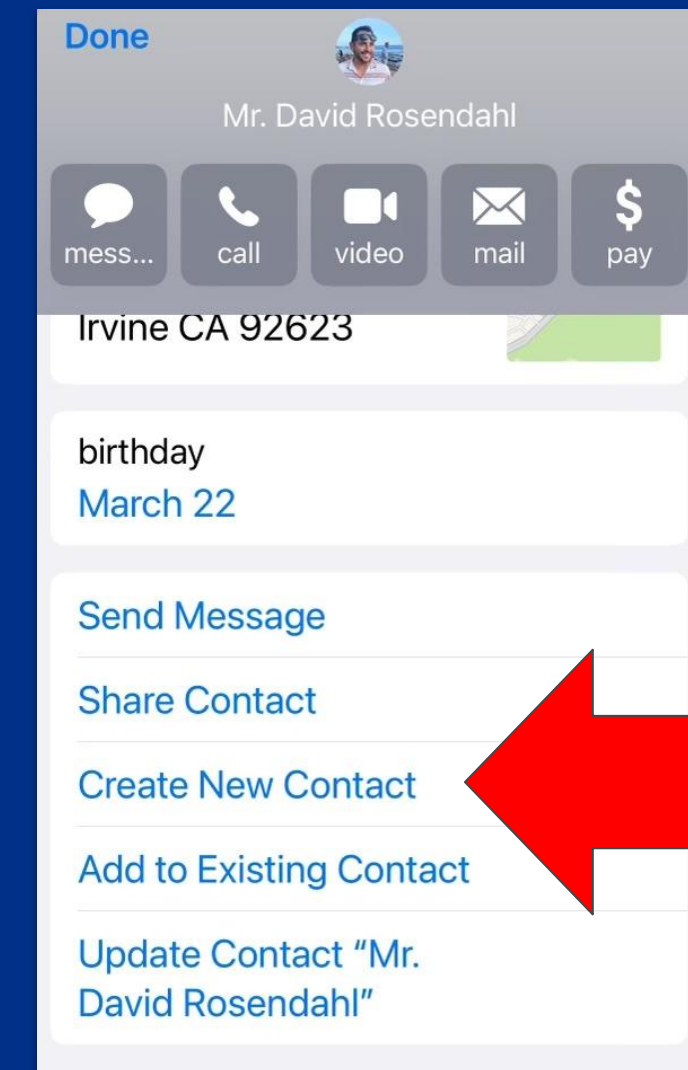
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