

What do you want your integrated direct marketing campaign to look like?

What do you know about the client?	What insights or other data do you have about the target audience?	What channels will you use (3+)?	Which direct mail campaign elements will you use?	What is the call to action?	How will you leverage the strengths of each channel and measure effectiveness?
			<div><div>VR</div><div>AR</div><div>Digital-to-Direct</div><div>NFC</div><div>QR</div><div>Smart Speaker</div><div>Video</div><div>Format</div><div>EDDM</div><div>Texture</div><div>Scent</div><div>ShareMail</div><div>Variable Data Printing</div><div>Informed Delivery</div></div>	<div><div>Channel 1</div><div>Channel 2</div><div>Channel 3</div></div> <div>What do you want the customer to feel and think?</div>	

Map your campaign's key touches.



DIRECT
EFFECT™

Innovation Challenge

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