



## Complete Direct Mail Solutions

# Welcome to ClickReach

**Integrate strategy, data, print and design for unbeatable response rates**

Whatever your requirement, we can help and provide a full range of direct mail solutions for every type and size of business. Contact us today to discuss your project requirement and one of our direct mail experts can work with you to rapidly create a tailored solution.

## What we offer

### Unbeatable targeting and personalisation

Direct mail (DM) is the most highly-targeted acquisition channel. Get it right and the response levels are amazing.

### Optimisation = Improved ROI

By optimising strategy across data, print, postage and design, you can create campaigns that deliver great response at lower costs. More interactive DM means higher customer engagement, which delivers excellent ROI.

### Engage people. Drive action. Further boost your ROI by as much as 60%

The best results come from a single, integrated print, postage, data and creative strategy. The optimum way to achieve this is using specialists like us. Our experience and knowledge means we are able to provide advice that will maximise response through optimising, media selection, data services, creative format and print management.

### Direct mail personalisation

Personalisation of direct mail campaigns is all about treating customers as individuals and is a major part of why direct mail campaigns have returned to prominence in recent years. We deliver highly personalised campaigns which enhances customer relations, helps to build a brand, creates an improved professionalism for campaigns and ultimately boosts ROI and response rates.

## Print management

### Innovative print and the power of integrated planning

We buy print as well as anyone in the UK & Europe. We could save you money and time on any commercial print requirements, including: Catalogues, Brochures, Magazines, Booklets, Leaflets, Inserts, Door Drops, DM (data, fulfilment and postage), Outdoor, Ambient and POS.

We manage the whole process, saving you time and hassle and we pride ourselves on quality and price. We make sure we get the right printer and process at the right price, meaning you get the most cost-effective and efficient solution.

**Bring the entire media process together. Produce amazing results with a constantly evolving print strategy that integrates with media and design.** Print management co-ordinated alongside data insights, media planning, analytics and creative execution and integrated with your media and creative strategy produces greater results.

Planned together, they work together. Planned in isolation, they don't.