

Stop guessing, know...if your direct mail campaign will be a hit or miss

Production and postage for printed marketing collateral, spreadsheets full of leads, and engagement percentages in the single-digits make optimizing direct mail a unique challenge.

- You send to some leads that will never respond
- You don't send enough to those that are most likely to respond
- Responses are randomly assigned within the sales team rather than being distributed to the sales agent most likely to convert them

But new upfront, automated decision support helps you launch campaigns with confidence and boost direct mail performance.

Backed by artificial intelligence and machine learning, you can send to those most likely to respond, get the right responses to the right sales agents, and cut your postage and collateral expenses on low potential value recipients.

You've spent money and resources to generate or buy leads and records. Now you're investing in a direct mail campaign to reach them. Don't waste your money sending mailers into an abyss of leads you'll likely never hear from.

Get actual results. Use artificial intelligence and machine learning to reach the best leads and connect them to the right salespeople.

Work smarter with artificial intelligence

With AI and machine learning applications from ProPair, direct mail has become so much simpler to manage and more effective at targeting the right leads.

Our decision support provides marketing and sales teams with automated and continuously updated predictions, rather than manually managing stagnant rules, lists or assumptions.

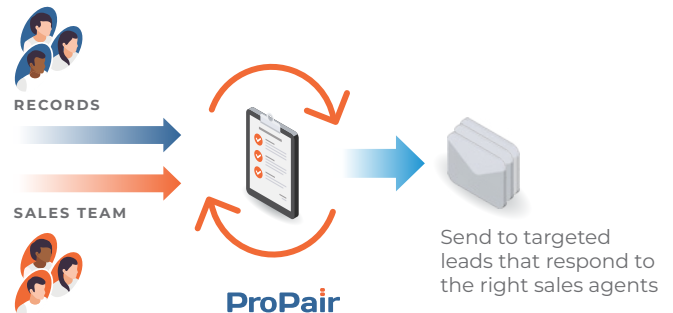
- ✓ AI decision support allows you to send direct mail to targeted leads by showing you who has the highest likelihood of responding to your campaign, saving you unnecessary expenses.
- ✓ It sets lead engagement up for success, providing responders with contact information for the sales agent who is most likely to convert them into a sale.



ProPair boosts direct mail performance

ProPair's Direct Mail RANK and MIX applications use historic lead and sales performance data from direct mail campaigns to determine the most predictive "mailing attributes." It also guides customized marketing to connect the best leads with the right salespeople.

We clean your data and run it through advanced machine learning models, providing lead scoring and sales agent ranking values that effectively inform direct mail campaigns and boost engagement.



ProPair RANK for Direct Mail

KNOW EXACTLY WHICH RESPONSES TO FOCUS ON AND WHEN

ProPair RANK values and prioritizes your leads, guides follow-up activities and helps you revisit abandoned opportunities.

Prioritization improves ROI for direct mail campaigns by automatically sorting your records based on who is most likely to convert within the context of your current campaign's marketing strategy.

- Identify highest probability of mailer responses to optimize lead assignments
- Identify lowest probability of mailer responses to save collateral and mailing expense by not sending to them

ProPair MIX for Direct Mail

MAXIMIZE THE POTENTIAL OF EVERY LEAD AND EVERY SALES AGENT

ProPair MIX optimizes your entire sales operation and equitably distributes leads across relative performance groups. It maximizes sales production and reduces the need and expense of churning your salesforce.

- Sort and distribute leads before you even send a mailer by customizing marketing content to route leads to the right team of sales agents.
- Improve response conversion through dedicated contact information (phone numbers) based on organizing sales agents into assignment groups determined using predictive machine learning.

Get decision support. Optimize your data for effective campaigns.

See how ProPair can make sense of your data — try The ProPair Challenge, our free lead data analysis. See your data's integrity, relative source performance grade and assess your leads and sales agents using ProPair RANK and MATCH.

[Try the ProPair Challenge - FREE](#)