

Direct Mail

# The Optimizer™ Mailing Diagnostic

Direct Mail is one of the most robust and powerful media channels in your marketing arsenal. It generates responses, makes the sale, drives home a stronger message, and deepens relationships. So, how can you increase the performance of your mailings, while potentially reducing costs? Consider Fineline's new service, the Optimizer.

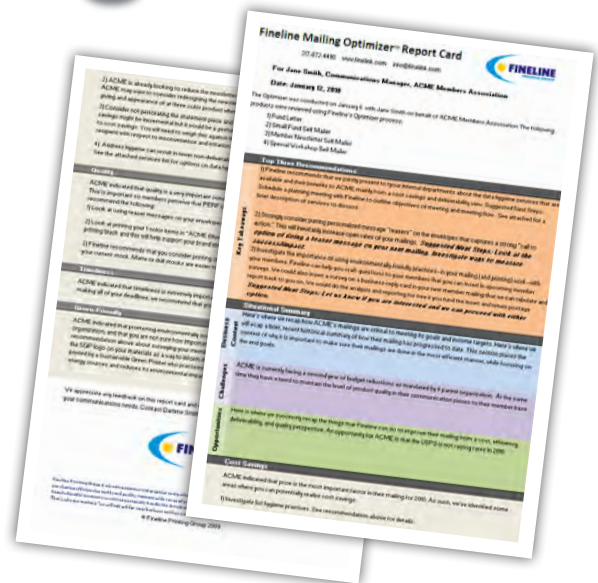
## What's in it For You?

Fineline's Optimizer mailing diagnostic shows you ways to save money or improve the effectiveness of your marketing and membership mailings. Specifically, the Optimizer finds ways to:

- Reduce costs
- Save time
- Eliminate wastes
- Boost deliverability
- Increase open rates
- Clean up your lists
- Enhance your lists
- Promote eco-friendly practices

## How Do You Get Started?

It's easy. Just give us a call, and we'll schedule a review session. The time required will depend on the complexity of your program(s), but can be as brief as 30 minutes. You set the scope. We can examine one particular campaign or your entire spend for the year.



## What Can You Expect?

When we meet, we start by talking strategically about your organization. And, we ask you questions, some for which you might not know the answers. And, that's by design, because we're here to educate you on ways to think differently about how you mail. We will also review the components of your program.

We then go back to our office and conduct a special review session of your mailing program by a panel of our internal experts. Using our custom diagnostic tools and back-end issue processing—along with old fashioned brain power—we develop ideas and solutions to improve your program.

## What Do You Get?

Shortly after the review, we give you a brief and succinct "report card" on how you can save money, save time, and reduce waste. The Optimizer also looks for ways to boost your mailing deliverability and open rates as well as clean up your lists for improved mailings going forward. We also show you how you can be more environmentally friendly and promote this with your member base.

**Fineline Printing Group** is a leading commercial graphics and mailing provider in the Midwest.

Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every pro ways to make it better or more efficient. That's why our motto is "we will not ask for your business until we can help you improve it."

