

Personalized Mail

“Taradel does a very good job designing print advertisements that drive results.”

*Buck Robinson
Co-Founder, Outdoor Access, Inc.*

Create the perfect mailing list step-by-step

Get the direct marketing results you want with Taradel’s **Personalized Mail List Builder**. We’ve made it fast and easy to build a customized mailing list to reach your best customers and

- Enter your business address or ZIP Code
- Search prospects using filters such as age, income, and more
- Launch a complete direct mail campaign or buy the list only

Upload your own mailing list

Do you have an in-house list of leads or customers? Now you can easily create a direct mail campaign to drive sales and repeat business. Simply **upload your mailing list** into our system.

- Excel, csv, or txt files accepted
- Leverage your data to drive more sales
- Complete design, print, and mailing service

- Triple-verified, accurate data on 200+ Million consumers
- Build and buy new mailing lists using geographic, demographic, and behavioral data filters
- Upload your current marketing list and mail to people who are already show interest or buy from you
- Launch complete direct mail campaigns in about 10 minutes
- Get expert help from design to delivery with our 24/7 support



Pricing

Taradel has taken the mystery out of mailing lists and direct mail services. Use the pricing below to estimate costs for an all-inclusive direct mail campaign — using our list or yours.

Direct Mail 4x6 Postcard
Includes First Class Postage

QUANTITY	OUR LIST	YOUR LIST
50	\$3.04	\$2.79
100	\$2.20	\$2.00
250	\$1.40	\$1.25
500	95¢	85¢
1,000	76¢	69¢
2,500	59¢	52¢
5,000	50¢	43¢
10,000	47¢	40¢
25,000	45¢	39¢
50,000	44¢	38¢

Direct Mail 5.5x8.5 Postcard
Includes Standard Postage

QUANTITY	OUR LIST	YOUR LIST
50	\$3.14	\$2.89
100	\$2.25	\$2.05
250	\$1.45	\$1.30
500	\$1.20	\$1.10
1,000	95¢	88¢
2,500	69¢	62¢
5,000	58¢	51¢
10,000	53¢	47¢
25,000	51¢	45¢
50,000	50¢	44¢

Direct Mail 6 x 11 Postcard
Includes Standard Postage

QUANTITY	OUR LIST	YOUR LIST
50	\$3.24	\$2.99
100	\$2.40	\$2.20
250	\$1.65	\$1.50
500	\$1.35	\$1.25
1,000	\$1.05	98¢
2,500	76¢	69¢
5,000	65¢	58¢
10,000	60¢	54¢
25,000	57¢	51¢
50,000	56¢	50¢

- **Our List** indicates direct mail service pricing using the Personalized Mail List Builder tool (for a new mailing list)
- **Your List** indicates direct mail service pricing using your own mailing list via the Personalized Mail Upload tool

Get started at directmail.taradel.com



Personalized Mail



PERSONALIZED MAIL CASE STUDY

EVEN IN TOUGH CATEGORIES, DIRECT MAIL WORKS



THE CUSTOMER

Outdoor Access launched in late 2016 to match private landowners with outdoor enthusiasts seeking places to enjoy excursions like fishing, hunting and camping. Similar to the Airbnb model, landowners use the Outdoor Access platform to list their land and amenities for members to search and plan their adventures.



THE CHALLENGE

To enjoy a successful launch in Virginia – and ultimately expand to other states – Outdoor Access needed to build its supply of land and property for outdoor enthusiasts. The startup took advantage of several marketing tactics to raise awareness of its services – including digital, social, radio and newspaper advertising. While those channels were helpful in creating awareness and driving membership among individuals, Outdoor Access needed to connect with more landowners to grow the supply side of the business.

THE SOLUTION



Outdoor Access tried targeted digital ads and broadcast radio advertising to the landowners. According to co-founder Buck Robinson, it quickly found that the landowners, by and large, are older and don't trust the internet. Direct mail made sense because it could be targeted to reach landowners in Virginia who owned less than 250 acres to offer its members for their outdoor pursuits. "Instead of using a shotgun approach and hoping for results, direct mail enables us to shoot arrows and communicate directly with Mrs. Jones, who owns 200 acres."

The direct mail campaign included a simple call to action – pick up the phone and call us. This strategy helped Outdoor Access sign up more landowners which it hopes will lead to multi-year partnerships on the supply side.

"When you are dealing with landowners and property, it's always a tough sell. The fact that we are having success really underscores the effectiveness of direct mail."

Buck Robinson
Co-Founder, Outdoor Access, Inc.





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CAMPAIGN RESULTS

Outdoor Access enlisted Taradel as a partner on its direct mail efforts, starting its campaign with 2,500 mail pieces and quickly increasing its total mailing to more than 20,000 pieces.

STRONG CONVERSION RATES

The fast-growing startup is very pleased with the results, averaging response rates between one and two percent, particularly because its conversion rate among respondents has been very strong.

ABOVE AVERAGE RESPONSE RATES

Co-founder Buck Robinson points out that the response rate is impressive when you consider the startup's proposition: landowners allowing strangers to have access to their land. So-called "big ticket" categories such as real estate, property, automotive and luxury items historically have; lower response rates than everyday consumer goods. To achieve such high response rates when dealing with landowners and property usage is significant.

LASTING RESULTS

Further, Outdoor Access often sees an immediate return on its direct mail investment within 30 days, but up to a quarter of each campaign's success comes one to six months later.

LOW COST PER ACQUISITION

Robinson and his team anticipated a higher cost per acquisition with direct mail - something they were willing to absorb to attract lifetime clients - but based on the strong response and conversion rates, actual landowner acquisition costs are half as much as expected.

"We come up with a lot of the ideas, and Taradel does a very good job of taking those ideas and designing print advertisements that drive results."

Buck Robinson
Co-Founder, Outdoor Access, Inc.

Virginia Business Spotlight:

Governor Terry McAuliffe | 72nd Governor of Virginia

Recently, Gov. Terry McAuliffe recognized Outdoor Access as one of Richmond's up-and-coming tech startups. "This is the future," McAuliffe said. "Go Outdoor Access, and congratulations to Buck Robinson."

