

# Successful Tests to Improve Direct Mail Response



## 24 FORMAT AND FEATURE ENHANCEMENTS WITH PROVEN TRACK RECORDS

In a recent survey of Strategic Consultants at RRD Marketing Solutions, the following formats and features were found to be definite winners when it came to increasing response in a mailing. If you are contemplating testing to improve response, give these a try. **They are proven winners that are likely to increase response in a mailing by 10% to 15% on average, over and above the cost for adding them.**

### FORMAT STYLE

FROM	TO
#10 envelope (9 ½ x 4 ⅞ inches)	6 x 9
6 x 9	Mini flat (8 ½ x 9 ½)
Mini flat (8 ½ x 9 ½)	9 x 12
9 x 12	Max flat (11 x 14)
9 x 12 flat, folded in half	9 x 12 flat not folded
Letter size outer	Flat size outer
Window envelope	Portrait orientation
Portrait orientation	Landscape orientation
OME stock same as internals	Heavy stock OME

### FEATURES

FROM	TO
No labels	One kiss-cut label sheet
One kiss-cut label sheet	Two kiss-cut label sheets
Two kiss-cut label sheets	Three kiss-cut label sheets
Rewet label sheet (lick and stick)	Repositionable kiss-cut label sheet
No foil stamp sheet	Inserted foil stamp sheet
Mini flat (8 ½ x 9 ½), no freemium	Mini flat with freemium (value book)
OME, plain	OME with imaged note stick affixed
Letter, plain	Letter with imaged note stick affixed
Simplex imaging	Duplex imaging
No certificate	Include certificate(s)
No PIRX card	Include member or business PIRX card
No teaser copy on OME	Teaser copy, "DO NOT BEND" or "FREE GIFT"
Single substrate mailer	Multiple substrate mailer (foil or poly)
OME stock same as internals	Heavy stock OME
OME with flap closure	OME with perf off stub on three sides

**Note:** Response rates will vary depending on other variables that change within a mailing, such as list, offer, copy or design. The response lift suggested above is an average over time that we have consistently experienced, all else remaining the same.



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