

NAHAN

the magazine

volume 2



make moves
that matter

Dear Readers,

Direct mail is experiencing renewed attention—not because it is new, but because it continues to deliver effective results. As marketers face rising costs, fragmented channels, and shifting consumer behavior, they're returning to proven tools that offer both trust and performance. That's where direct mail excels—and where we do, too.

At Nahan, we've always believed that results come from more than just execution. They come from insight. From understanding how strategy, data, creative, and production all intersect. From knowing not just what works—but why it works.

This issue of *Nahan Magazine* reflects that belief. It's a collection of perspectives shaped by decades of experience and sharpened by the complexity of today's marketing landscape.

We know that every decision—format, audience, frequency, messaging—carries weight. That's why we share what we've learned and continue to learn. Whether it's streamlining costs, designing for response, or adapting to digital fatigue, our team is focused on helping marketers create work that connects and converts.

Thank you for being part of this conversation. We're proud to serve as a partner to brands who value quality, impact, and intentionality—and we hope this magazine reflects the same.

Warm regards,

Mike

Mike Ertel
CEO, Nahan

CONTENTS

04-05

Ever Changing
Landscape of
Direct Marketing

06-07

Optimize Your
Postal Strategy



08-09

Cost Efficient
Direct Mail
Strategies

10-11

Mastering the
Mailbox
Experience

12-13

Innovation
in Print



14-15

Mastering
Direct Mail
Tracking



16-17

5 Key Creative
and Data Strategies
That Drive Direct
Mail Results

18-19

Offset vs Digital
Printing

The background of the image is a photograph of the interior of Antelope Canyon. The walls are made of smooth, undulating sandstone that has been eroded into flowing, wave-like patterns. The lighting is dramatic, with warm orange and red tones dominating the scene, and a bright blue sky visible through the narrow opening at the top. The overall effect is one of natural beauty and depth.

Ever Changing Landscape of Direct Marketing

As the direct marketing landscape evolves, it's essential to focus on the forces shaping how brands drive meaningful engagement in an increasingly omni channel world.

1. Direct Mail: The Most Trusted Channel in an Omni-channel World

In a world saturated with digital noise, trust is more important than ever. **Direct mail stands out, with 76% of customers trusting it over digital channels for purchase decisions.**

- (1) Its credibility and physical presence make it a powerful anchor in omni channel strategies, especially as 98% of Americans switch between devices daily.¹
- (2) By combining digital precision with the reliability of direct mail, marketers can create campaigns that inspire confidence and action.²

2. Account Services and Innovative Mindsets as a Differentiator

At Nahan, we believe innovation begins with people. Our account services team exemplifies this, blending cutting-edge tools like AI with a human-centric approach to campaign development. In an industry driven by collaboration, it's the ability to pair technology with strategic insights that sets great marketing apart. **By prioritizing partnership and creativity, we deliver solutions that are as innovative as they are personal, ensuring exceptional client experiences every step of the way.**

3. Personal Connection: The Power of Tangible Engagement

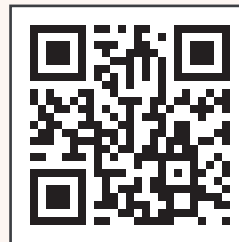
In an increasingly virtual world, the physical nature of direct mail resonates deeply with consumers. **70% of Americans view mail as more personal than the Internet, making it a unique channel for building meaningful relationships.** From textured finishes to personalized messaging, direct mail transforms generic outreach into memorable experiences. Its ability to deliver not just content but connection makes it an invaluable tool for marketers looking to stand out.

4. Sustainability in Direct Mail: A Balanced Approach

As sustainability becomes a critical priority, direct mail offers opportunities to innovate responsibly. At Nahan, we emphasize the use of Eco-friendly materials, responsible sourcing, and recycling initiatives. While digital channels come with environmental costs like energy consumption and e-waste, direct mail can balance effectiveness with environmental care. **By aligning campaigns with sustainable practices, marketers can meet consumer expectations and make a meaningful impact.**

5. Adapting to Consumer Behavior in a Post-Digital Fatigue Era

Digital overload is driving consumers to seek alternatives, with 91% finding online ads more intrusive than two years ago.³ Direct mail offers a refreshing way to connect, cutting through the clutter with targeted, tactile campaigns. By embracing this shift, marketers can engage audiences in a more thoughtful and impactful way. **As consumers limit digital engagement, direct mail's tangible appeal ensures it remains a vital part of any marketing strategy.**



Read the latest industry insights from the Nahan experts on our blog

Sources:

¹ Modern Postcard, Direct Mail Statistics 2023

² Porch Media Group, Omnichannel Marketing Statistics 2023

³ USPS: The Future of Direct Mail is Here and its Dynamic

OPTIMIZE YOUR POSTAL *Strategy*

with Nahan's *Postal
Optimization* White Paper



As postal rates rise and USPS policies evolve, Nahan's Postal Optimization white paper provides an essential roadmap for reducing mailing costs and maximizing campaign effectiveness. This guide is designed for marketers and operations teams looking to navigate the postal landscape with confidence and efficiency.

Key Insights FROM THE WHITE PAPER:

- **Leverage USPS Promotions:** Explore cost-saving USPS promotions like Tactile Sensory & Interactive and Informed Delivery, designed to reduce expenses while allowing for creative, impactful mailpiece design.
- **Optimize Mailpiece Design:** Learn how small adjustments in design and structure can yield big savings, ensuring your mailpieces qualify for maximum postal discounts without losing effectiveness.
- **Advanced Logistics Solutions:** Understand how strategies like freight consolidation, CoMailing, and commingling streamline distribution and improve sortation, leading to reduced postage and operational costs.

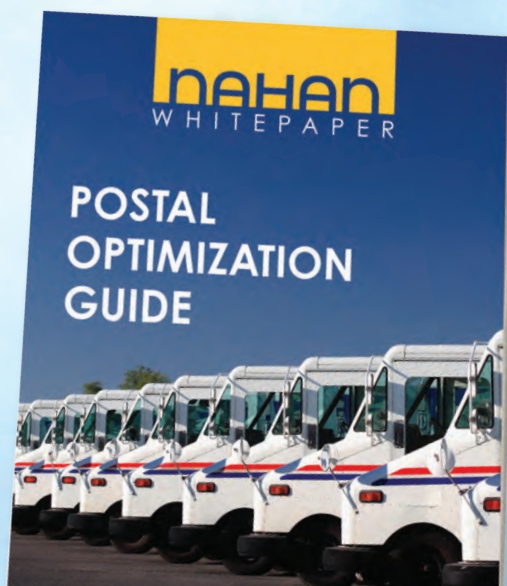
Why Download THIS WHITE PAPER?

- **Up-to-Date Strategies:** Stay informed with the latest USPS rate changes and promotional programs.
- **Practical Tips for Cost Savings:** Actionable guidance on how to lower mailing expenses without compromising on quality.
- **Enhanced Campaign Performance:** Learn best practices for making direct mail an efficient, high-impact channel for your business.

This Postal Optimization white paper from Nahan is your go-to resource for navigating the complexities of today's postal environment. Scan the QR code to download and start optimizing your direct mail strategy today!

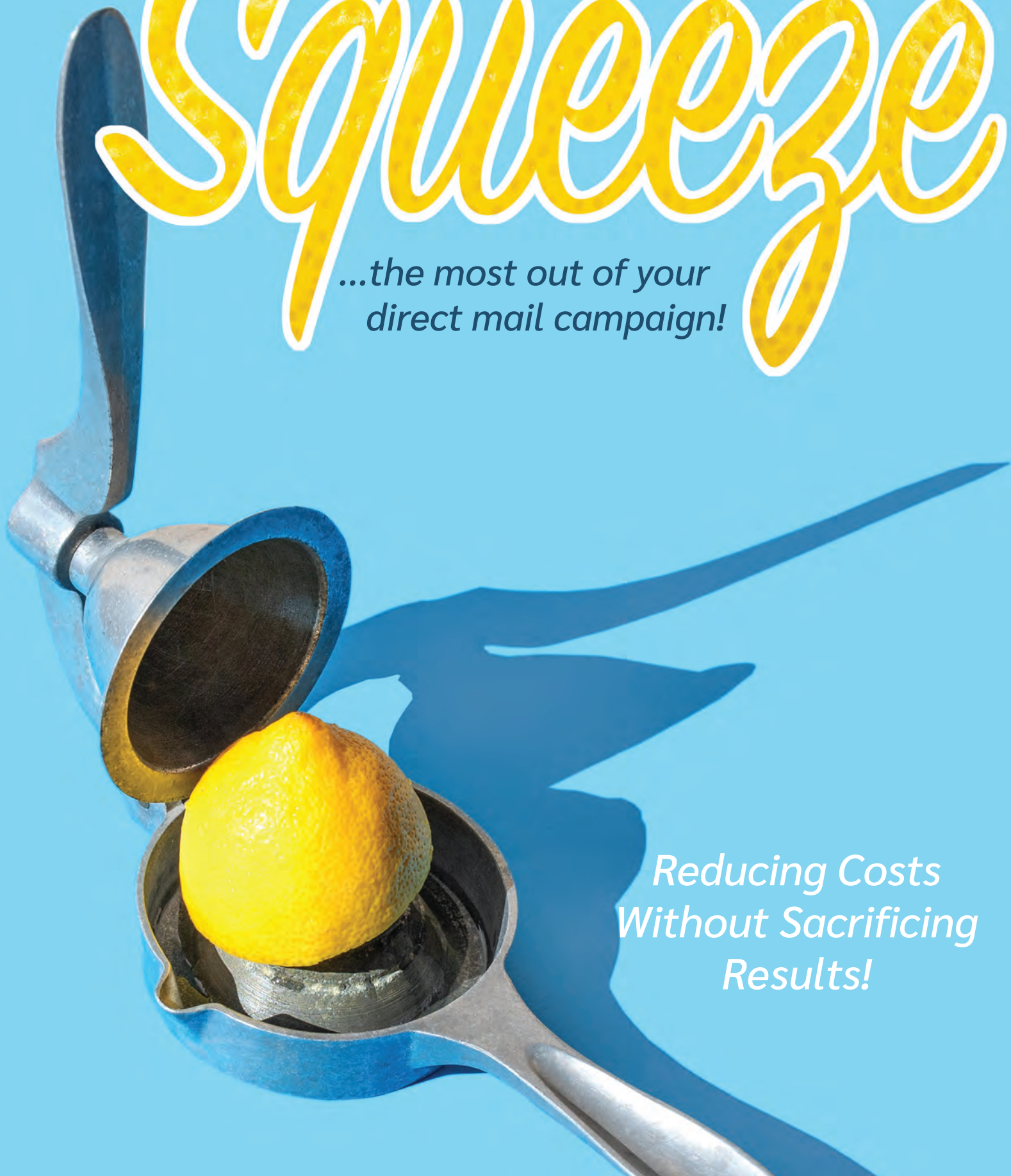


Scan to access
the full white paper



Squeeze

*...the most out of your
direct mail campaign!*



*Reducing Costs
Without Sacrificing
Results!*

Cost-Efficient Direct Mail Strategies:

At Nahan, we're passionate about direct mail and focus on refining strategies to reduce costs and improve ROI. In large-scale campaigns, every decision counts.

Below are a few strategies to optimize your direct mail efforts, though there's much more to explore. We customize every campaign to meet your goals, offering tailored solutions and insights beyond these tips.

Material Choices

Paper Selection: Choose cost-effective paper that maintains a professional look. Consider lighter-weight options to save on material costs.

Ink and Printing: Use standard CMYK ink instead of specialty inks to cut costs. Digital printing minimizes waste and ensures precise quantities.

Envelope Options: Window envelopes offer a cost-effective way to personalize mail, avoiding expensive 4-color printing while keeping production costs down.

Format Efficiencies

Self-Mailers: These are affordable and can be designed to capture attention with creative folds.

Postcards: Ideal for follow-ups, postcards are an efficient and cost-effective way to reinforce your message.

Standard Sizes: Stick to standard sizes to avoid extra costs. This also ensures compatibility with postal equipment for best rates.

Leverage Postal Optimizations

Commingling/Comailing: Work with a provider like Nahan to combine mail from different sources and access postal discounts.

Postal Promotions: Take advantage of USPS promotions to reduce postage costs. Partner with a provider experienced in navigating these programs for maximum savings and engagement.

Data and Analytics

Targeted Lists: Build predictive models to target high-likelihood prospects and reduce wasted spend.

Testing Cadence: Optimize your mailing frequency by testing different cadences to find the most efficient strategy.

Format Testing: Experiment with lower-cost options, like lighter paper or paper alternatives, to maintain performance at a reduced cost.

These are just starting points, and there's much more possible with a customized approach. At Nahan, we're committed to understanding your business and delivering real results. Let's work together to create a direct mail campaign that maximizes impact while minimizing costs.

OPEN -OR- Toss



MASTERING THE MAILBOX EXPERIENCE:

Every day, we receive a variety of mail, and if you're like most people, you decide whether to open it or toss it within seconds. So, what makes someone decide to open a particular piece of mail? Understanding the factors behind this quick decision is key to creating a direct mail campaign that gets results.

Here are the top reasons people decide to open (or ignore) their mail:

Sender Recognition: If you're a trusted entity—like a bank, government agency, or popular brand—recipients are much more likely to open your mail. Trust is key.

Envelope Design: A clean, professional design will generally win out over cluttered, overly promotional looks. Unique or official-looking designs spark curiosity.

Urgency: Using words like “Urgent” or “Time-Sensitive” signals to the recipient that the mail requires immediate attention. This increases the likelihood they'll open it quickly.

Past Interactions: If the person has received similar mail from you before and ignored it, they might skip over it again. Past experiences matter.

With these insights in mind, how can you make sure your direct mail pieces stand out in a crowded inbox?

Make a Strong First Impression

The envelope is your first chance to grab attention, so make it count. Think about the tone that fits your brand and your message. As a general rule, a more official, understated look is often more effective than a flashy, overly promotional one. And don't reveal everything on the envelope—leave something to the imagination to encourage a closer look.

Physical Elements that can make a difference

Size: Don't stick to standard sizes like #9, #10, and 6x9. Be bold—use a size that breaks through the monotony and catches the eye.

Feel: A well-chosen paper stock or special finish (like a textured surface) can make your mail feel different. The tactile experience will encourage recipients to engage more deeply.

Create Intrigue: Add a surprise element inside your envelope—a thick stock insert, an unexpected card, or something that sparks curiosity and drives them to open it.

Unique Elements: Consider creative options like special window placements or interactive components. These can make your mail feel more dynamic and encourage a second look.

Direct mail might seem like an old-fashioned marketing tool, but with the right approach, it can be more powerful than ever. By creating a thoughtful and engaging mailbox experience, you can increase the chances your mail gets opened—and acted upon.

INNOVATION IN PRINT

BLENDING TECHNOLOGY WITH THE HUMAN TOUCH AT NAHAN

By Aaron Weekes, VP of Information Technology

Imagine sitting down with a friend to brainstorm ideas for a project, where every suggestion feels heard and valued. At Nahan, we bring that same personal connection to all our interactions, including the world of direct mail. Sure, we harness the latest technologies to streamline our processes and reach audiences more effectively, but it's the heartfelt interactions and creative sparks from our team that truly make our campaigns shine.

DIRECT MAIL IS ABOUT COMMUNICATING DIRECTLY WITH AN INDIVIDUAL. It's as much an art form as it is a science. While technology enables us to work faster, smarter, and more efficiently, it's the human touch that makes campaigns truly impactful. At Nahan, we prioritize this balance, using technology as a tool to amplify human creativity and expertise.

— AARON WEEKES, VP OF IT

Have you ever received a piece of mail that felt like it was made just for you? That's the kind of connection we strive to create. Advanced data analysis and machine learning tools allow us to target audiences more precisely and deliver personalized messages at scale. Yet, it's our teams—who understand the nuances of design, messaging, and client goals—that ensure these campaigns resonate emotionally and achieve the desired outcomes.

Our technology stack can analyze campaign performance and pinpoint areas for improvement, but it's the conversations between our teams and clients that transform insights into actionable strategies. This collaborative process strengthens relationships and delivers better results without losing the essential human connection.



INNOVATION ISN'T JUST A PIECE OF SOFTWARE OR A SHINY GADGET—IT'S A WAY OF THINKING. At its core, innovation is about making things new and demands openness to fresh ideas. Early in my career, my analytical instincts pushed me to ask “how” something would work too soon in the process, which could unintentionally stifle creativity. Now, I embrace a different approach: start with “wow!” By first appreciating the vision, excitement, or potential of an idea, we create a space where creativity can thrive. The “how” can come later, once the possibilities are fully explored.

Great ideas rarely emerge in isolation. **AT NAHAN, WE'VE BUILT A CULTURE WHERE COLLABORATION IS A CORNERSTONE OF INNOVATION.** By fostering partnerships with our clients, our teams, and our technology providers, we create solutions that are greater than the sum of their parts.

For instance, when we faced the challenge of reducing turnaround times for high-volume mailings, we didn't simply invest in faster machinery. Instead, we gathered input from everyone involved to reexamine every step of the workflow. Identifying bottlenecks together, we implemented solutions that blended technological upgrades with team-driven process improvements. As a result, we were able to reduce turnaround times by approximately 24 hours on average, showcasing the effectiveness of our collaborative approach.

As we look ahead, the future of direct mail will undoubtedly feature more advanced technologies. AI, machine learning, and automation will continue to shape how campaigns are designed, executed, and analyzed. At Nahan, one principle remains unwavering: our commitment to people. **BY WEAVING TECHNOLOGY INTO OUR HUMAN-CENTRIC APPROACH, WE ACHIEVE BETTER OUTCOMES FOR OUR CLIENTS WHILE PRESERVING THE PERSONAL TOUCH THAT SETS US APART.**

A Guide to Precision and *Performance*

Mastering Direct Mail Tracking:

Direct mail remains a powerful tool for driving engagement and conversions, but tracking its success has often been a challenge. At Nahan, we believe with the right strategies, measuring direct mail can be straightforward and impactful.

In this white paper, we explore essential tools such as matchback reporting, which connects customer actions—whether through phone, web, or in-store—back to the original mailing list, providing key insights for campaign optimization. We also highlight the use of Personalized URLs (PURLs) and QR codes to track individual responses, ensuring every touchpoint is measurable.

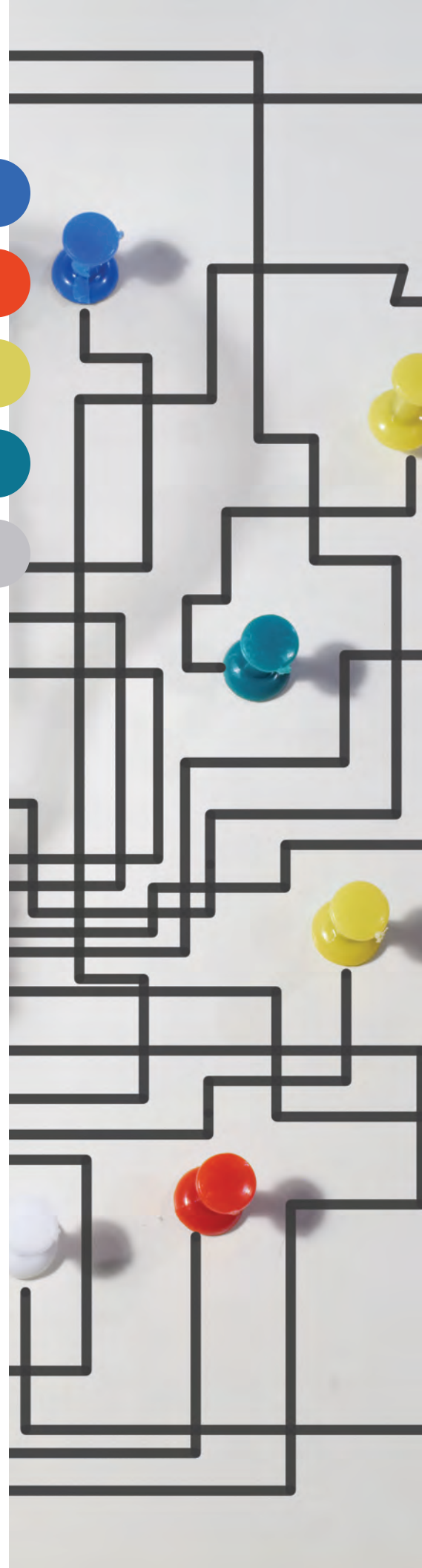
Looking to the future, we discuss the importance of a Unified Customer View, where data from all channels converges into a single ecosystem to break down silos, enhance personalization, and improve cross-channel performance.

Whether you're refining an existing campaign or launching a new one, this guide offers actionable strategies to help marketers leverage data more effectively and drive better results.

Scan the QR code to access the full white paper and explore how precise tracking can take your direct mail campaigns to the next level.



Scan to access
the full white paper



Key

Creative and Data Strategies that Drive Direct Mail Results

1

DATA-DRIVEN INSIGHTS:

Leveraging extensive data sources and advanced analytics to inform every aspect of the direct mail strategy. This includes predictive modeling, segmentation, and targeting to ensure campaigns are highly relevant and effective.

2

INNOVATIVE AND ENGAGING CREATIVE:

Developing unique and compelling creative formats that capture attention and drive response. This involves using innovative design elements, personalization, and proven creative best practices.

3

PERSONALIZATION:

Utilizing data to create highly personalized messages and offers that resonate with individual recipients. This enhances engagement and increases the likelihood of conversion.

4

COLLABORATIVE CLIENT PARTNERSHIP:

Working closely with clients to understand their specific goals, audience, and brand. Incorporating multiple strategic inputs from sales, strategy, creative, production, and account services to guide the creative process.

5

CONTINUOUS IMPROVEMENT AND TESTING:

Implementing a test-and-learn approach to continuously refine and optimize both data and creative elements. This ensures ongoing performance improvement and maximizes ROI.





**THE
RIGHT
TOOL
FOR
THE
JOB!**

OFFSET VS. DIGITAL PRINTING:

Finding the Right Fit for Your Campaign

In direct mail, print plays a crucial role in bringing campaigns to life—but not all print methods are created equal. Nahan's latest white paper, "*Understanding Printing Methods for Direct Mail Success*," explores how offset and digital printing align with various campaign needs, helping marketers make informed decisions.

Offset printing offers consistency, speed, and cost-efficiency for high-volume projects like catalogs and self-mailers. Digital printing, meanwhile, excels in full-color personalization, enabling customized postcards, envelope packages, and behavior-based trigger campaigns. Imagine following up with a customer who left items in their cart or sending new homeowners personalized offers with a map to the nearest store—digital print makes it seamless.

Beyond print, this white paper highlights how Nahan's advanced capabilities and in-stream production can optimize performance and lower postage costs. **Backed by 60+ years of expertise, we provide the insights you need to deliver high-impact campaigns with precision.**

Scan the QR code to read the full white paper and learn how smart print strategies can *take your next direct mail campaign to the next level.*



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the full white paper



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