



DIRECT MAIL



DOOR DROPS



INSERTS



LEAFLETING

MAIL UNDER GDPR

IMPROVED DIRECT MARKETING THAT IS
WELL TARGETED AND WELL RECEIVED.


hurdle

MARKETERS ARE EMBARKING ON THE BIGGEST REGULATORY CHANGE WE HAVE SEEN IN OUR WORKING LIFETIMES.

Whilst it's good news for customers and good news for our industry, it is going to force some change on us. And as we all review our marketing models and channel choices, we'd like to suggest a number of reasons that direct mail could be part of the way you ensure success in a **GDPR** world.



CONSENT

YOU WON'T NEED CONSENT FOR POSTAL MARKETING.

Quoting from the **ICO** website, "You won't need consent for postal marketing but you will need consent for some calls and for texts and emails under **PECR**". This means that brands may have some customers they can only reach by mail because mail is still subject to fewer regulations than electronic communications.

LEGITIMATE



PROCESSING IS NECESSARY FOR THE PURPOSES OF THE LEGITIMATE INTERESTS.

Processing is necessary for the purposes of the legitimate interests pursued by organisations except where such interest are overridden by the interests or fundamental rights and freedoms of the individual which require protection of personal data, in particular children under the age of 16*.

**Royal Mail, 2018.*

UNKNOWNNS



BRANDS WILL HAVE FEWER REGULATORY UNKNOWNNS.

Brands will have fewer regulatory unknowns when contacting by mail than by electronic channels. Mail is not materially impacted by the proposed **ePrivacy Regulation**, whereas electronic channels are. The **ePrivacy Regulation** was scheduled to come into effect in May 2018 but given there is no timetable for finalising the draft, this deadline is looking increasingly unrealistic leaving a number of questions unanswered.

RECOMMENDED



MAIL IS RECOMMENDED BY THE DMA TO GET CONSENT.

Mail is recommended as the channel to use to get consent by the **DMA**. Some brands will choose to repermission some customer segments, and mail is well suited to this. Brands have been fined for contacting customers by email who had previously opted out of email communication. Repermissioning communications are seen as marketing activity, and so mail of this nature can attract advertising mail discounts.



RESPONSE

MAIL OFFERS HIGHER RESPONSE RATES THAN EMAIL.

In a world where trust and frequency of communication are increasingly important to manage, mail is welcomed by recipients and offers higher response rates than email.*

Consumers recognise that mail takes more effort than email. So when it is used, it reassures them that companies recognise and value them - they cared enough to send mail.

** US Data & Marketing Association Response Rate Report 2017*



FINES



NO FINES AS YET FOR USING MAIL FOR MARKETING.

No one has been fined by the **ICO** for using mail for marketing. According to the **ICO** website, seventeen penalties were issued in 2017 for other channels, such as text, phone calls and email.

EASY



IT'S EASY TO STAY IN TOUCH VIA MAIL.

While people are more likely to have multiple email addresses, including ghost ones they do not check, people generally only have one residential postal address, and our home-mover data services make it possible to stay in touch if your customer moves.



POWER



POWER OF UNADDRESSED MAIL.

Not everyone will grant consent via a repermissioning exercise. Door drops offer targeted series that are delivered with addressed mail that enables you to re-engage these audiences without using data. Door drops is an area of increasing innovation around targeting and price points. Research shows unaddressed items stay in the home for an average of 38 days and are frequently revisited*

**Royal Mail, 2018*





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