

EVERY DOOR DIRECT MAIL

A USPS service that delivers your marketing mail to every address within a carrier route. Commonly called EDDM.

VS

TARGETED DIRECT MAIL

A mail service that allows you to send your marketing mailings quickly and only to the prospects you want.

EDDM

AVERAGE
RESPONSE
RATE

**ONE
PERCENT**

NUMBER
OF STEPS
INVOLVED

**SEVEN
STEPS**

PRODUCT
TYPE

**OVERSIZED
POSTCARDS**

DELIVERY
TIME

**14 - 21 DAY
COMPLETION**

CAMPAIGN
SCOPE

**GEOGRAPHIC
AREA**

MAILING
QUANTITIES

5,000 PIECES
MINIMUM OF 200

TARGETED

**TWO TO THREE
PERCENT**

**THREE
STEPS**

**MANY
OPTIONS**

**4 - 10 DAY
COMPLETION**

**SPECIFIC
DEMOGRAPHIC**

NO LIMIT
MINIMUM OF 50

YOUR BEST OPTION: TARGETED DIRECT MAIL

START YOUR DIRECT MAIL CAMPAIGN TODAY WITH SMARTMAIL.

Targeted Direct Mail is more efficient in turnaround time, targeting your prospects, minimizing your level of effort and increasing your response rate.