



Update! Newsletter

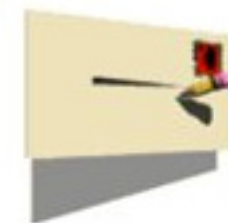
Innovative goes green

On January 30th, a special announcement was sent out to our clients, regarding Innovative's new environmental policy. We are very proud to be the first direct mail and fulfillment provider in Ontario to "go green", and the first direct marketing agency in the province to incorporate environmentally friendly business practices into all service levels. Our initiatives include conserving natural resources, limiting waste generation, reducing energy consumption, reducing harmful emissions, and choosing environmentally friendly and cruelty free products.



In keeping with our commitment to help preserve the environment, we have recently enhanced our data service offerings for our mailing clients, which will help to both reduce waste, and minimize costs for our clients. We have also aligned ourselves with suppliers such as "Bullfrog Power" and other partners who share our commitment to saving the environment. Our print network includes several printers who are utilizing eco-friendly processes, and have their own internal environmental policies in place. Our partners can supply either recycled paper or paper from sustainable forests. Clients who typically use print, direct mail and fulfillment services will now be able to differentiate among service providers based not only on the level of service they provide, but on their environmental attributes as well.

Update your database with NCOA



Maintaining an accurate database is one of the most important contributors to a successful direct marketing campaign. It is also one of the most difficult aspects to manage. As people get married, divorced, or move away, the accuracy of your data is continually being compromised.

IRMI is pleased to introduce a service offering to our clients that will help to combat this inherent problem. The NCOA, or National Change of Address, will identify contacts in your database who have moved to different residences, and list their new addresses (provided that they have permitted this information to be released). Contacts who do not wish to receive direct mail pieces will also be identified. Address Accuracy is run in conjunction with the NCOA, correcting addresses, whenever possible, and identifying invalid records.

The NCOA is an excellent way to help maintain a clean, targeted database, giving you better results at reduced costs. We would suggest that you run your mailing lists against the NCOA database once or twice every year to keep your lists current. An accurate list will not only reduce paper waste, which is in keeping with our environmental initiative, but will also translate into reduced print, paper, and postage costs for you and your organization.

Additional data cleansing services we have available include Duplicate Extraction, Data Merge, and Purge against a kill file. To obtain a quotation, or to receive additional information about any of our data services, please contact your account coordinator.

How to get the most mileage out of your data

Direct mail: #1 trend for 2007

Direct Marketing News has identified a resurgence of direct mail as the top direct marketing trend for 2007.

While a great many marketing dollars have been allocated to e-marketing campaigns in the last few years, this trend has been winding down, in favour of direct mail. Increasing email clutter and virus threats may have some influence in the movement away from the "inbox" back to the "mailbox". Recent innovations in print technology have also made it possible to create more interesting and effective pieces, generating a greater impact among recipients. New variable print capabilities allow for more sophisticated personalization, making the content of the piece more relevant to each recipient. Sophisticated glues and application techniques make it easier to attach samples, gift cards, or other interesting, value-added components to their direct mail pieces. All of these factors have helped to generate an increased interest in direct mail as a more effective and attractive form of one-to-one marketing.

Source: Direct Marketing News, January 2007

