

OVER 100 MILLION ACCLAIMS  
MAILED AND COUNTING!

# PAY AS YOU GO

AcclaimFlex™ is a scalable, flexible, and *affordable* direct mail program, which delivers a consistent recognizable message that can convert prospects into loyal customers.



## SECURE A STEADY STREAM OF BUSINESS



**AFFORDABLE  
CUSTOM DIES!**

## Pay As You Go, A More Manageable Stream of New Customers, Eliminate Need to Staff-Up

Flexible Spending, Pay As You Go = new customers are spread out, helping create a steady and more efficient stream of new business while reducing the costly need to “staff up.” Expect a steady stream of business and a higher ROI by spreading your mailings out over time. We work with you to pick a budget-friendly schedule.

- **Targeted High Performance Mailing List** – Identify and target your best potential customers.
- **Acclaim Tracking** – Know exactly how well your campaign is doing with the who, what, when, where and sometimes why a redemption is made.
- **Informed Delivery** – Increase your redemptions as 48 Million Americans have already signed up for informed delivery.
- **Available in NVIO™** – This eco-friendly option has the same durable finish and visual appeal of the AcclaimMailer™ but is bio-degradable in a landfill environment, breaking down as they come in contact with heat, oxygen, and microorganisms.

**AcclaimFlex™ = Greater Financial & Staffing Efficiencies**  
*Budget-friendly schedule includes targeted mailing list & postage*

Choose the frequency that fits your needs and turn your direct mail outreach into a **growth engine** for your business.

**READY TO GET STARTED?**

**SSI**cards

REVENUE POWER BUILT INTO EVERY CARD.™

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# The unmatched ROI of the AcclaimMailer™

but don't just take our word for it...

## MEXICAN RESTAURANT

A Mexican restaurant chain with 13 locations in Texas is seeing huge success with our Acclaim Mailer diecut plastic postcard. We mailed 60,000 plastic postcard pieces and they reported 18% response (10,800 customers) with an average ticket sale of \$20.00 after the discount was applied.

This plastic postcard, also available in NVIO™, generated \$216,000 in top line and a 720% ROI. Can you say ROI!! This customer has placed multiple orders since.

## NORTHEAST RESTAURANT AND BAR

Four locations mailed 200,000 pieces, 4 drops over 4 weeks, overall redemption percentage was 32.7%. Notables within the campaign, week 2 saw over 41% redemption. The next focus was an AcclaimMailer™ to only the 32.7% to see how those customers, proven susceptible to the campaign, would redeem. A whopping 45% of those targeted customers redeemed the following offer.

*"I am blown away by the classy upscale presentation of the Acclaim Mailer. It is a far superior marketing piece than the typical paper mailer and anything else I have seen."*

## CAR WASH

A Car Wash business sent a \$5 Off Any Wash AcclaimMailer™ to targeted residents near 40 of their locations. Despite no incentive being included for a membership purchase, an average of 28 Acclaim recipients per location purchased memberships. This equates to an extra \$832 monthly per location and 300% ROI on residual memberships.

## REGIONAL GROCERY STORE

A "\$20 Off with \$50 purchase" AcclaimMailer™ has been sent to carefully selected recipients over 5 years. In many mailings, the recipients consisted of only downward migrating shoppers. 28% is the AVERAGE redemption rate, earning the customer a whopping 55% return on their investment. Recipients not only increased their store visits, but the frequency of their return visits, as well as transaction size during their visits.

*"Redemption was over 29%, a rate that far exceeded our goal of 10%."*

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