

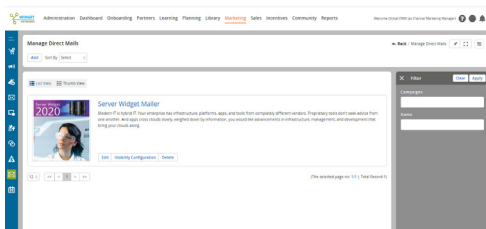


# Direct Mail Marketing Management

*ZINFI's Direct mail can work incredibly well when an appropriate message arrives on the doorstep of somebody who wants or needs the item or service being promoted. In contrast to publicizing, which addresses everybody in the expectations that the individuals who are in the objective market will hear the message, direct mail talks just to those purchasers well on the way to want or need what's being promoted. Thus, ZINFI's direct mail is progressively productive.*

## Adding the Message

Ensure your email lands with an interesting, individual touch. Direct mail gives you a chance to address every individual beneficiary with their first and last name, organization name, and up to 8 different fields. You can likewise tailor custom content utilizing conditional logic and sections. Your informing procedure is critical; it can represent the deciding moment in your direct mail campaigns. Invest as much energy in developing your messaging as you spend on design.

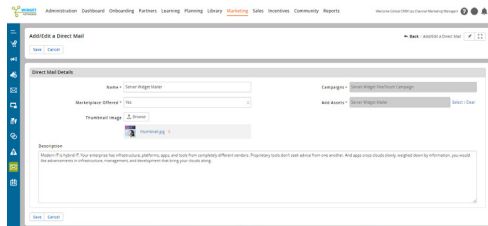


## Key Features

- ✓ Editor offering a Simple Messaging approach
- ✓ Add your custom fields as required
- ✓ Every message is unique as its campaign

## Customizing the Templates

Try not to stress finding a designer or make sense of a picture altering application. Direct mail makes it simple to play out an assortment of normal tasks, such as removing backgrounds, cropping photos, or adding filters. Your pictures will look their absolute best. Pre-built direct mail formats are expertly structured, effectively adjusted starting points for anybody that needs to make an incredible looking, high converting direct mail postcard or letter. What's stunning about UCM's pre-built formats – you can drag, drop, alter and supplant any of the structure components, without expecting to utilize top of the line design tools.



### Key Features

- ✓ Easy customization of pre-built templates
- ✓ Import your own supporting template
- ✓ Preview created templates

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