Better, faster direct mail that offsets increasing costs

Everyone's favorite mail format optimized for efficiency and cost savings

We reinvented direct mail's go-to format, the #10 envelope, so you can get more from every mailing, save money and truly connect with customers.

There's a reason direct marketers turn to the #10 envelope with an 11-inch letter. It's safe, familiar, easy to print and efficient to deliver. But just when marketers are figuring out how to utilize every printable square inch with increasingly personalized messages — another postage increase hits, threatening budgets and campaigns.

At Quad, we developed MergedMail™ to help marketers benefit from economies of scale by combining #10 envelope/11-inch letter print runs with other brands, paired with automated comingling, to reduce costs for all. There's no volume commitment or prepurchase inventory costs. Plus, content is fully variable to enable one-to-one marketing moments. So, while production is running at scale, your message is completely personalized.

Unlock full personalization in each mailing with 100% four-color variable content on both sides of the envelope and letter.

Discover more ways to offset postal increases and deliver direct mail with impact.
Visit Quad.com/solutions/production.

4 ways MergedMail™ improves direct mail performance

Consistent communication
Campaigns stay on track whether you're sending mailings that are pre-scheduled or based on triggers, such as website visits or QR code clicks. Quad produces mail every week on the East Coast and Midwest for quick USPS delivery.

Improves personalization
With 100% variable content, every element of your letter and envelope can be personalized. Identify recipients by name, send custom offers, test designs or swap out images based on your customer data to make each mailing more meaningful.

Better engagement
Utilize Flowcode, personalized QR codes, to send recipients to landing pages designed for their moment in the customer journey. The Flowcode identifies the user and serves content to drive acquisition, loyalty and retention while providing advanced, detailed engagement reporting.

Faster testing
Test messaging by utilizing variable content within the print run or try Quad's Accelerated Marketing Insights, which allows you to test assets pre-launch. Unlock learnings just like email, but in the format that breaks through the digital doldrums.

Quad

Contact Quad today:
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