



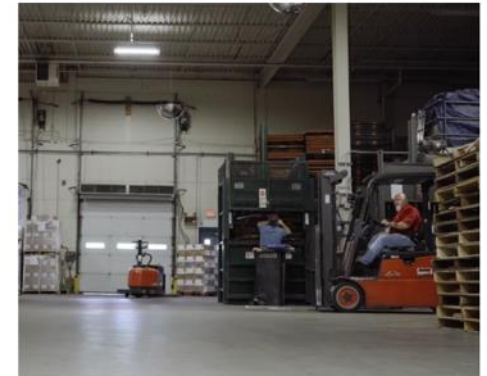
POLARIS
D I R E C T SM

WHO WE ARE

We're a nationally-acclaimed direct marketing services and print company, specializing in:

- Full-service lettershop and printing
- Located in NH – 1 hour from Boston
- High-volume 1:1 marketing campaigns
- Strategic Marketing Services
- End-to-end, multi-channel marketing solutions

Over 20 years in business!



OUR SERVICES

Creative Services:

- Marketing Strategy
- Brand Development
- Omni-channel/
Multi-channel Campaigns
- Social Media Mgmt/
Content Creation
- Digital Ads
- Graphic Design/
Copywriting
- Media Planning
- Data Analytics
- Video Creation
- Web Design /
Landing Page



Print and Mail Services:

- Pre-production Planning
- 4-Color VDP Inkjet Printing
- 4 color digital sheet fed
Printing
- Roll-to-Roll Offset Printing
- Lettershop / Full Bindery
- Data Processing
- Laser & Inkjet
Personalization
- Postal Optimization /
Mailing Services
- Commingling
- Mail Tracking

DIGITAL PRINT TECHNOLOGY

Reduce Production Costs

- With Variable Data Printing (VDP), there is no need to pre-print forms
- Eliminate overruns or wasted inventory
- No plate changes or make ready waste
- Streamlined “live audit” process
- No print lot charges

Increase Customer Engagement

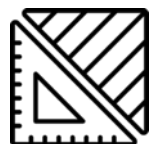
- 1:1 four-color personalization
- Opportunity for creating real-time data “daily” campaigns



LETTERSHOP



Two manufacturing shifts



72,000 square feet



High-speed equipment

**CAPACITY TO MAIL
OVER 2 MILLION PIECES DAILY**



DIGITAL PRINT WORKFLOW

Our automated content management system houses and tracks content, allowing for turnkey execution.

- Content is stored for ease and flexibility of creating variable, dynamic and static text and images
- Shorter turnaround times and efficiencies in the pre-production phase
- Online proofing is streamlined
- Tracking and reporting
- Potential for client authoring



BEST IN CLASS PRINT & MAIL TECHNOLOGY



We are G7 certified through Idealliance for accurate color management.



Screen TruePress Jet520ZZ

High-speed inkjet engine for variable data printing. Personalizes mail at 721 ft/min.



BÖWE SYSTEC Fusion Cross Inserting System

Creates production efficiencies, and reduces cycle time and labor, all with 100% mail piece accountability. Inserts 22,000 envelopes an hour.



EMT DP22 Chameleon RF Series w/ Speed Upgrade

Ability for inline, dynamic perms at 730 ft/min.



RICOH PRO C7210X & C9210

Sheet-fed digital presses, perfect for producing high-quality marketing collateral and mailers. The C7210X is also equipped with 5th color station.



FINISHING LINE

Finishing Line from Standard and Hunkeler. Provides efficient and convenient operation of the production line.

STRATEGIC MARKETING SERVICES

A little bit of right brain.

A little bit of left brain.

A whole lot of experience.

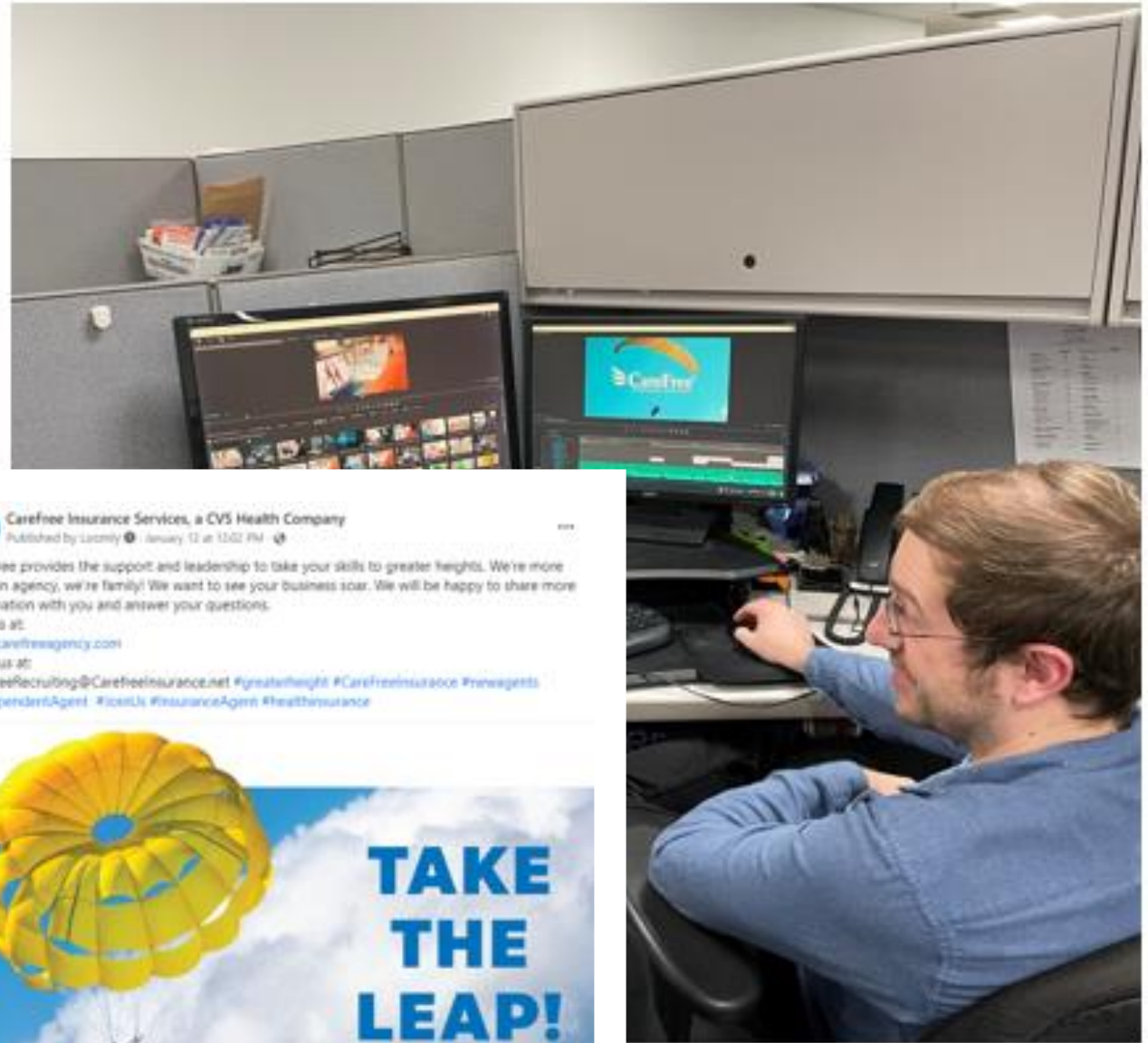
From brand development and **omni-channel campaign** creation to **four-color VDP inkjet** printing and a **full lettershop**, we offer all of your direct marketing needs conveniently in one place!



VIDEO PRODUCTION

We create story-telling content for:

- B2B & B2C
- Recruiting
- Branded
- Website
- Email
- Social



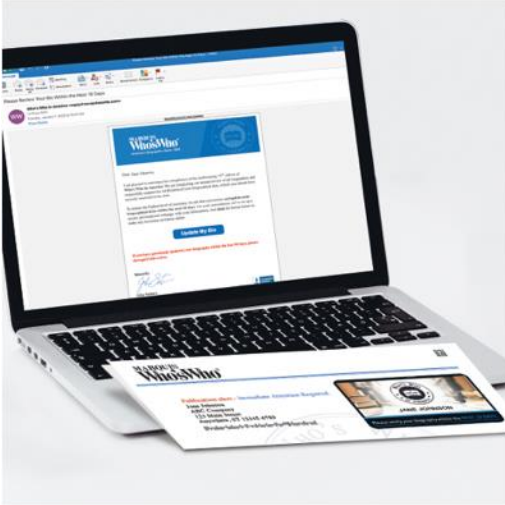
Carefree Insurance Services, a CVS Health Company
Published by Carolyn • January 12 at 12:02 PM

Carefree provides the support and leadership to take your skills to greater heights. We're more than an agency, we're family! We want to see your business soar. We will be happy to share more information with you and answer your questions.
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Email us at:
CarefreeRecruiting@CarefreeInsurance.net #greaterheights #CarefreeInsurance #newagents #IndependentAgents #life #InsuranceAgents #healthinsurance



TAKE THE LEAP!

SMS PORTFOLIO



OUR COMPETITIVE EDGE



Develop **creative** assets for brands



Create efficiencies in format design, **production** and workflow



Increase **marketing** ROI



OUR VERTICALS

Our **experience** and **industry knowledge** enables us to be **versatile** within multiple verticals.

We work within a diverse customer base in both **B2B** and **B2C** companies and we understand the importance of using **strategic, data-driven marketing** to maximize ROI.



Consumer Goods / Retail



Education



Financial Services



Healthcare Insurance



Hospitality / Tourism



Non-Profit



Pharma / Life Sciences



Telecommunications

HOW WE PARTNER



ENTERPRISE

PRODUCTION EXPERTISE

- Print and manage high-volumes
- Create turn key mail programs
- Improve ROI
- Experience with Fortune 50 companies across multiple verticals



AGENCY

STRATEGIC PARTNERS

- Support partners' value propositions
- Provide solutions for campaign challenges
- Work within established brand standards



MID-TIER

PROJECT-BASED SUPPORT

- Offer additional resources
- Collaborate with internal teams
- Provide creative and strategic solutions and project management



SMALL BUSINESS

FULL-SERVICE AGENCY

- Brand development and marketing strategies
- Omni-channel campaigns
- Innovative creative design
- Digital channel integration
- Media placement, and more!

OUR CLIENTS



Bookspan



DIGITAL & TRADITIONAL MEDIA WORK BEST WHEN WORKING TOGETHER

Create a true omni-channel experience by seamlessly integrating your direct mail and digital marketing efforts.

- **52% of** companies utilize **at least 3** channels to market to consumers.
- Companies with a strong omni-channel presence see an almost **10% year-over-year ROI increase**, compared to a 3.4% increase for companies **without** a strong multichannel strategy.
- Integrated direct mail and digital campaigns get **39% more attention** than single-media digital efforts.

Source: [Writers Block Live](#) & [LLC Buddy](#)



A STREAMLINED, INTEGRATED APPROACH

TO CROSS-CHANNEL MARKETING WITH YOUR MAIL CAMPAIGN

90%

of interested prospects will visit the website after receiving your mail piece.

26%

of customers will return to a site through retargeting.

70%

of website visitors who are retargeted are more likely to convert.



PostalinkSM BENEFITS



Social Match

Increase impressions through your customers' social media newsfeeds.



Enhanced Mail Tracking

Track in-home delivery dates for more efficient follow-up.



Informed Delivery

Get in front of customers and prospects before they even see the mailing.



Call & Text Tracking

Use a campaign-specific 800# to provide a text CTA option and to record and monitor calls generated by your mailing.



Online Ad Follow-Up

Retarget those who have visited your site with digital ads.



Social Media Follow-Up

Remain in front of your prospects by retargeting them through social media.



Lead Match

Discover those who visited your landing page and retarget them with another mail piece.

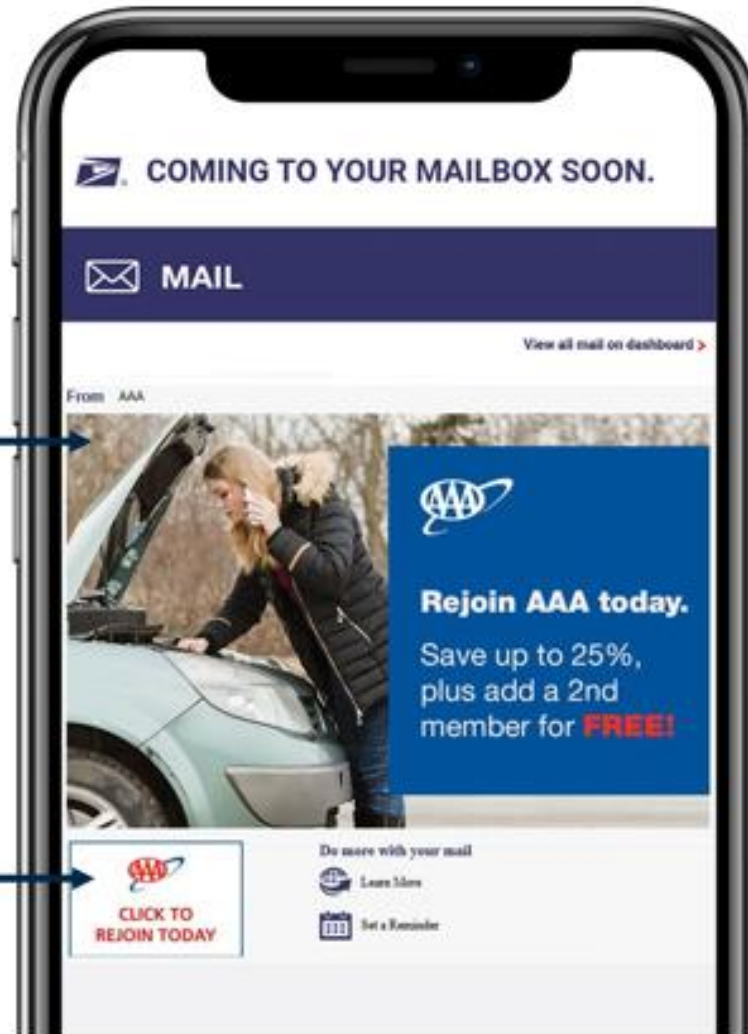
INFORMED DELIVERY

Scan of Mail Piece/ Representative Image

This grayscale scan can be replaced with a colored Representative Image

Ride Along Ad

Increase your impressions by adding a digital ride-along ad to your grayscale or color mail piece scan



Keep Track

Know how many people are checking their mail digitally

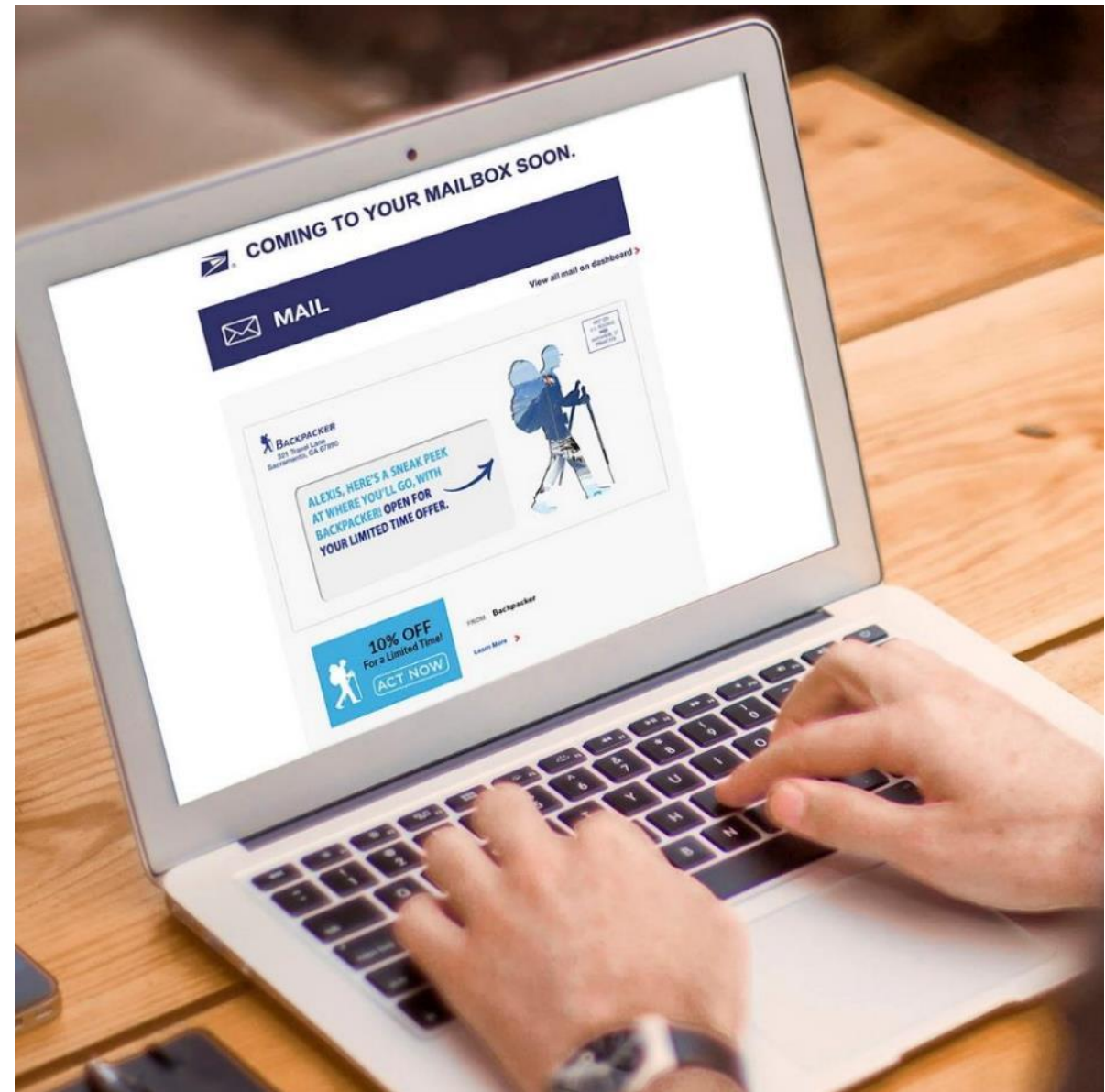
2x The Impressions

Get traffic to your website before the individual even gets home to see what's in their mailbox

INFORMED DELIVERY STATS

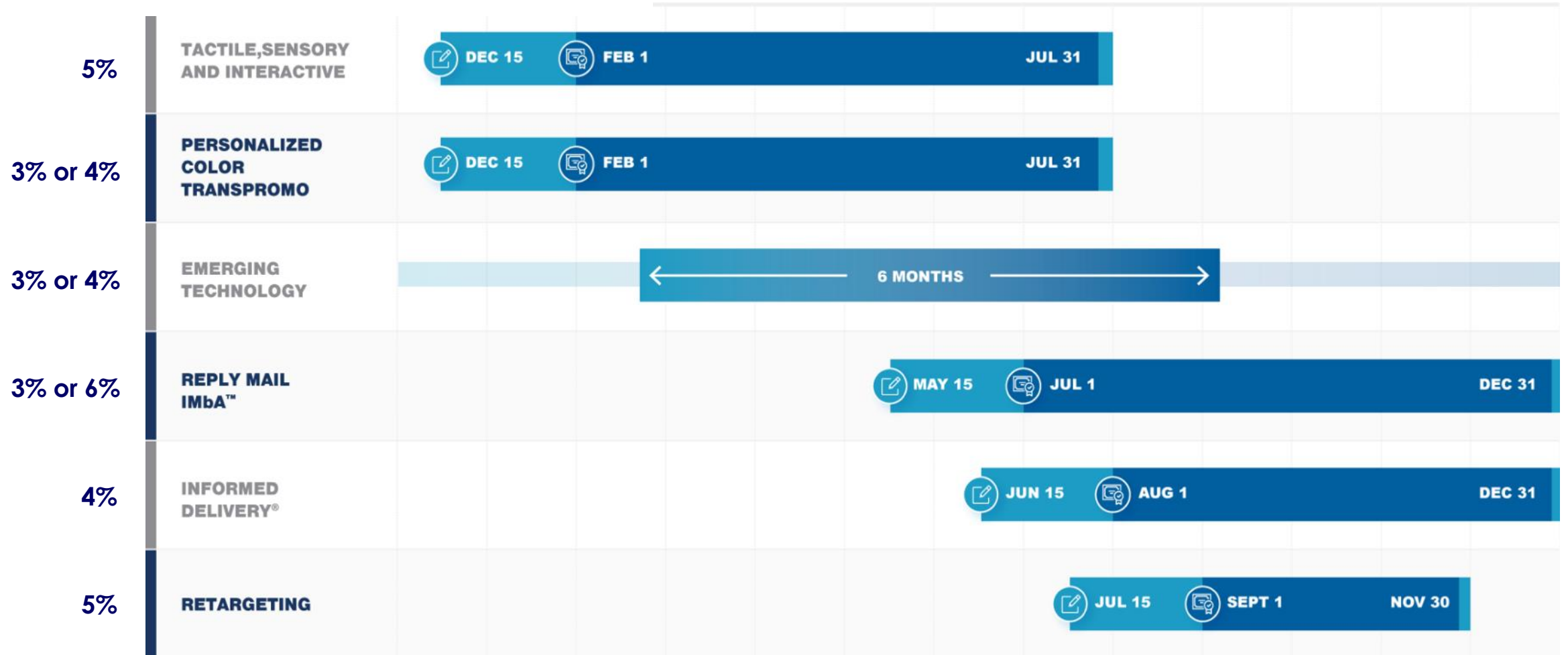
- Over **60 million people** are signed up with Informed Delivery, of which over 52 million are email users.
- Polaris has seen a **20% match rate** for email users on client mail files.
- Sign-ups are continuing to accelerate with a **14% year-over-year increase**, and a national saturation of 30%.
- **63.9% of Informed Delivery users** open their alerts/emails daily.

Source: [USPS](#)



2024 USPS POSTAGE PROMOTIONS

Postal rate changes are expected in January 2024 and July 2024. Taking advantage of the postage promotions is a great way to offset some of the costs.



2024 USPS POSTAGE PROMOTIONS

TACTILE, SENSORY, INTERACTIVE

- Discount: Increase
- New eligibility: Scent on the outside of the envelope



Discount: 5%

PERSONALIZED COLOR TRANSPROMO

- Timeframe: Moved from Jul – Dec to Feb – Jul
- Eligibility: Add CRM/BRM inclusion incentive
- Discount: Add tier for reply mail inclusion



Discount: 3% or 4%

EMERGING TECHNOLOGY (NOW INCLUDES MOBILE SHOPPING)

- Combined promotions
- Timeframe: Increase to 7 mos. (May – Nov)
- Discount: Increase tier pricing



Discount: 3% or 4%

REPLY MAIL IMBA



- Encourage reply mail customers to adopt IMbA static or serialized barcodes.



Discount: 3% or 6% (on inbound reply mailpiece scanned)

INFORMED DELIVERY®

- Incentive for eDoc submitters



Discount Mailers: 4%
eDoc Submitter: 0.5%

RETARGETING



- Incentivizes marketers to send out a postcard to a recent website or mobile app visitor that didn't convert.



Discount: 5%

DATA SECURITY IS A TOP PRIORITY

- **HITRUST CSF Certified** for information security by the Health Information Trust Alliance
- **ISO 27001 Certified** for Information Security and Data Management by ISOQAR
- Our controls meet the applicable trust services criteria of **SOC 2 Type II** for security, availability and confidentiality
- We are **compliant with HIPAA**, the Health Insurance Portability and Accountability Act, which sets the standard for protecting sensitive patient data



RISK MITIGATION ASSESSMENT

We were selected to be a part of this 3rd party risk assessment program to determine gaps, if any, in our data security protocols.

We met the standard and are deemed cyber ready to work with the financial services industry.



ENVIRONMENTAL, SOCIAL & GOVERNANCE

- We recycle over **1 million** pounds of paper waste a year.
- We hold a **Silver rating from EcoVadis** for sustainability in the printing industry.
- In 2021, we achieved certification by the **Sustainable Green Printing (SGP) Partnership** for our printing practices and manufacturing operations by passing a rigorous third-party audit, which takes into account the entire print facility, its process, product and social areas.
- In 2023, we earned a **Forest Stewardship Council® Chain-of-Custody certification (FSC® C189653)**. FSC® defines standards based on agreed principles for responsible forest stewardship that are supported by environmental, social, and economic stakeholders.
- We also hold a **Sustainable Forestry Initiative® (SFI®) Chain-of-Custody certification**, one of the leading certifications in North America to show traceability of wood, paper, and forest fiber content from certified responsible forests.



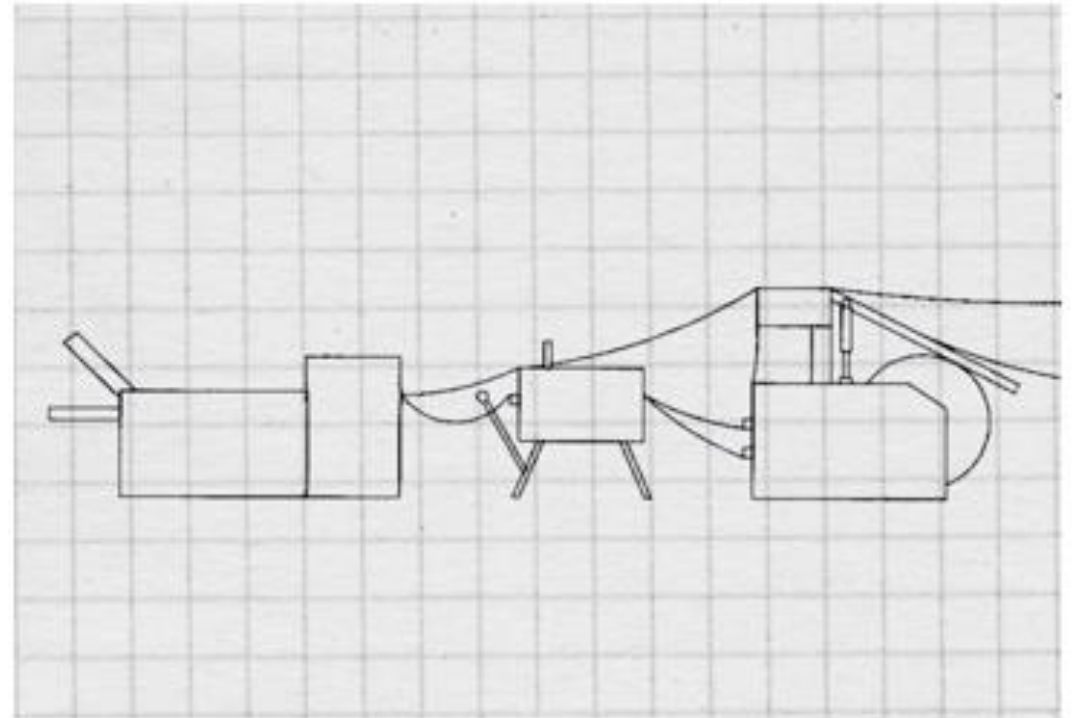
SUPPLIER DIVERSITY

- Certified Member of the **Women's Business Enterprise National Council (WBENC)** since 2004
- Recognized as a **Women-Owned Small Business (WOSB)** through the U.S. Small Business Administration since 2023
- Director & CEO Judith Maloy serves on the New Hampshire **Center For Women & Enterprise (CWE)** Advisory Board
- We seek out partnerships with other diverse suppliers in an effort to **support minority- and women-owned companies**, and we track all of our annual spend with fellow **WBEs**



IMPACT AWARD FOR INNOVATION

For our significant contribution to UnitedHealth Group's supplier diversity program (2016).



INDUSTRY RECOGNITIONS

- **2021 Innovators of the Year**

Polaris was recognized by Printing Impressions as a 2021 Innovator of the Year.

- **2024 Innovators of the Year**

Polaris took first place at PRINTING United Alliance Leadership Summit



KUDOS

Printing Impressions



THANK YOU!



JUDITH MALOY

Director and CEO

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AMY ACAMPORA

Business Development

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APPENDIX: CASE STUDIES

CASE STUDY: BRAND BUILDING AND AWARENESS



Client: Hospitality / Tourism

Program: Brand building and campaign strategy for 250+ acre property with new lodging accommodations in Catskills, NY

Client Challenges:

- Minimal online presence
- No brand awareness or materials

Solutions & Results:

- Built an end-to-end solution for the brand's go to market strategy, including brand guidelines and a full suite of marketing materials.
- Launched a new website with SEO optimization and Google Ads, which resulted in a 72.7% increase in web visitors.
- Built a database of respondents to the direct mail campaign.
- Overall, client was satisfied with the increased level of brand awareness and presence in the marketplace.

Polaris Direct Services Used:

- | | |
|--|--------------------|
| ✓ Brand Strategy | ✓ Website Redesign |
| ✓ Design, Copywriting & Photography | ✓ Print Media |
| ✓ Digital Channel Marketing – PostalLink | ✓ List Acquisition |
| ✓ Direct Mail – Print Production & Mailing | ✓ SEO Optimization |
| ✓ Collateral Materials | ✓ PR |

CASE STUDY: BRAND BUILDING AND AWARENESS (Cont.)



BRANDING PROPOSAL

- Market Research
- SWOT Analysis
- Personas
- Media Recommendation



GO TO MARKET STRATEGY

- Multi-channel Campaign
- Direct Mail
- Email
- Print
- Digital (Google, Facebook, Instagram)
- Website / Landing Page



COLLATERAL

- Field Guide
- Rack Cards
- Brochure

CASE STUDY: DIGITAL WORKFLOW INTEGRATION



Client: Healthcare Provider

Program: High-volume Variable Newsletter Mailings

Client Challenges:

- 12-week production cycle
- Hardcopy proofs sent via FedEx, increasing cost and time
- Excess inventory/waste
- Create production efficiencies (e.g. multiple formats)
- Pre-printed shell inventory didn't allow for 1:1 personalization
- High cost to create segmentation

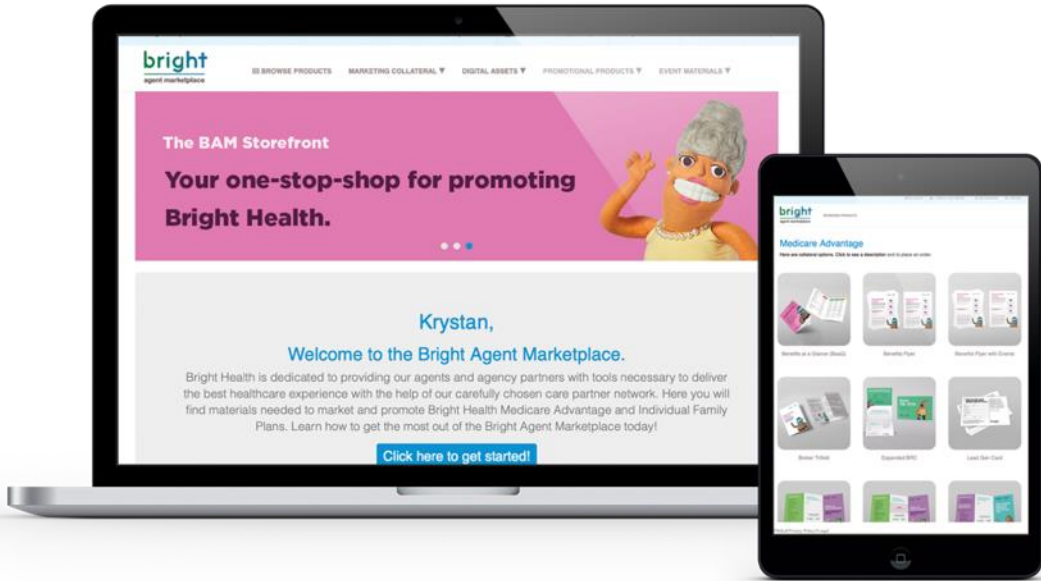
Solutions & Results:

- 10-day production cycle (88% reduction)
- Streamlined approval process, eliminating hard copy proofs and saving time
- Increased level of personalization allowing for more relevant content and increased ROI

Polaris Direct Services Used:

- ✓ 4-Color VDP Direct Mail Production
- ✓ Digital Print Work Flow
- ✓ Postal Optimization
- ✓ Mailing Services

CASE STUDY: ONLINE STOREFRONT



Client Challenges:

- No solution for managing marketing materials
- Needed unified online source that generated personalized content by market

Solutions & Results:

- Built an online portal with secure login that offered:
- Branded promotional products
- Creative assets able to be personalized by market
- Downloadable PDFs or print and ship

Polaris Direct Services Used:

- ✓ Web Development
- ✓ Design and Copywriting
- ✓ Print
- ✓ Mailing Services
- ✓ List Acquisition
- ✓ Training Webinar

Client: A multi-million dollar healthcare insurance start-up looking to create marketing materials and setup a system for easy access.

Program: Online web-to-print portal for housing and creating personalized marketing collateral.

CASE STUDY: ONLINE STOREFRONT (Cont.)



BRANDING PROPOSAL

- T65 postcards



ONLINE PORTAL

- Secure login
- Over 100 creative assets for 7 markets, and multiple products
- Training materials and webinar



BROKER TOOL KIT MATERIALS

- Letter to the Bright Health Brokers
- Training one-pager
- Marketing materials, personalized for each Broker, to support their sales effort

B2B CASE STUDY: MAXIMIZING ROI



Client: Building Materials Supplier

Program: Monthly promotional mailings that use a multi-channel approach.

Client Challenges:

- Create brand awareness
- Drive new customer acquisition
- Increase revenues
- Build marketing database

Solutions:

- Highly **personalized**, monthly promotional series that uses a **multi-channel approach**
- Special promotional offers for **branded promo items**, to engage prospects and capture 1st party data.
- Strong **drive-to-web CTA** used throughout, including a **QR code**
- **Testimonials** to promote brand and build trust

Results:

- **30,000+ digital impressions** per mailing
- **60% average open rate** for Informed Delivery
- **2% CTR** for the Informed Delivery Ride-along Ad
- **3.9% – 6.5% unique open rate** range for the follow-up emails
- **7% – 12.5% CTRs** were recorded for the follow-up emails
- **1,620 web leads** generated

Polaris Direct Services Used:

- ✓ Web Development
- ✓ Design and Copywriting
- ✓ Print & Production
- ✓ Mailing Services
- ✓ List Acquisition/Database Development
- ✓ Digital Retargeting – PostLink

CASE STUDY: SUSTAINABILITY INITIATIVES



Client: Polaris Direct

Program: Print 1 Plant 1 sustainability initiative and holiday greeting of gratitude

Client Challenges:

- Send a holiday greeting to clients and vendors express gratitude and convey sustainability message
- Support our industry's messaging on paper as a renewable resource
- Showcase our print capabilities

Polaris Direct Services Used:

- ✓ Web Development
- ✓ Design and Copywriting
- ✓ Print & Production
- ✓ Mailing Services
- ✓ 5th Color Station
- ✓ Informed Delivery

Solutions & Results:

- Created the Print 1 Plant 1 sustainability initiative, where a tree is **planted in the U.S. National Forests** for **each responder** to the campaign.
- Used **personalized messaging** and a strong **drive-to-web CTA** throughout, including a **QR code**.
- Integrated a **multi-channel approach** through Informed Delivery, email, and a campaign specific landing page.
- Enhanced the design using the 5th color station on the RICOH 7210x to add **eye-catching spot gloss to increase engagement and showcase our print capability**.
- **Response was more than double** that of past holiday mailings:
 - Email results: **14.7% CTR and 26.5% open rate**
 - Planted over **100 trees**.

CASE STUDY: FUNDRAISING CAMPAIGN



Client: Charitable Organization
Program: "Take A Swing Fore Batten 5"

Client Challenges:

- Target high net-worth philanthropic golfers that would be interested in participating in a worthwhile fundraiser.

Solutions:

- Using last year's attendee list to create a lookalike audience, we selected affluent individuals located in geographic areas near golf courses featured in the auction.
- Sent a mailer to encourage them to sign up for the online auction.

Results:

- Overall, **3,000 participants** in the auction with a **50% increase YOY**
- Raised **\$1.5 Million** with a **20% increase YOY**
- **4,885** pieces mailed
- **1,783 (35.66%)** of the mailing list received an Informed Delivery alert with an open rate of **73.56% (1,312)**
- **2,386** Facebook & Instagram accounts were matched back to the mailing

CASE STUDY: B2B RECRUITMENT CAMPAIGN



Client Challenges:

- Meet agent recruitment goals before Annual Enrollment Period (AEP)
- Connect prospective agents to the Broker Sales Manager for their territory

Solutions:

- A highly-personalized, multi-channel campaign highlighting the benefits of joining CareFree
- Used the prospect's name/location throughout, as well as a photo and contact info for the Broker Sales Manager based on their area. QR code used to drive prospects to a dedicated landing page
- Digital ads, Informed Delivery, and email follow-up were also incorporated into this effort. Each year's results are analyzed and the strategy is revisited to improve results.

Polaris Direct Services Used:

- ✓ Design and Copywriting
- ✓ List Acquisition/Data Hygiene/Database Development
- ✓ Web Development
- ✓ Print & Production
- ✓ Mailing Services
- ✓ Digital Retargeting – PostaLink
- ✓ Informed Delivery
- ✓ Social Media
- ✓ Post-Campaign Analysis

Client: Medicare Field Marketing Organization
Program: Multi-Channel, B2B Agent and Agency Recruitment Campaign



CASE STUDY: B2B RECRUITMENT CAMPAIGN



2021 Strategy

- **Target:** Prospective Agents
- **Follow-up Postcard:** Sent one month after initial mailing



2022 Strategy

- **Target:** Prospective Agents, Agencies and Premium Agencies
- **CTA:** Varied based on audience:
 - Agents – White paper download
 - Agencies – Free lunch and two-step process to get a free smart planner
 - Premium Agencies – A smart planner was sent as part of the initial mailing to encourage a response for the free lunch
- **Follow-up Postcard:** Sent one month after the initial mailing to all who engaged



2023 Strategy

- **Target:** Past responders and prospective Agents and Agencies in select territories
- **VDP Personalization:** 1 to 1 measuring based on various data factors.
- **CTA:** Varied based on audience:
 - Agents – White Paper download
 - Agencies – Free lunch and a two step process to get a free smart planner
- **Follow-up Postcard:** Two versions were created – one for responders and one for non-responders – and were sent one month after the initial mailing

Results:

- Cost per lead decreased by 33.40%
- Cost per conversion decreased by 62.50%
- Response Rate went up by 80%
- Anecdotally, this campaign remains their highest performing method of recruitment