



Why there has never been a better time to use Direct Mail



Direct Mail can be used under the basis of Legitimate Interest under GDPR

Yes you can! We've had it from the only authority that counts in the UK – **The Information Commissioners Office (ICO)** – who recently provided some much needed clarity on the use of Legitimate Interest for marketing, confirming on their website that states ***“you can rely on legitimate interests for marketing activities if you can show how you use people’s data is proportionate, has a minimal privacy impact, and people would not be surprised or likely to object.”*** Great to have some clear guidance and a green light for responsible, consumer centric direct mailing.

Using Legitimate Interest in practice requires the application of a good dose of...common sense!

OK so the ICO call it a *Legitimate Interest Assessment (LIA)* – but essentially what they are looking for is the application of the main principles of the GDPR – openness, honesty and transparency – supported by evidence that you have carefully considered the impact on an individual and made an informed and fair judgement that your interests and the interests of the individual are balanced.

Executed well, Direct mail is proven to be an incredibly effective channel for response rates and engagement.

Put simply – it works! Great Direct Mail will deliver great results. It can grab more attention, engage and help to create closer relationships and generate more responses.

Recent research by Brand Science confirmed ***“when mail was included in the marketing mix, campaigns had 12% bigger ROI than those without mail.”*** A 12% uplift – impressive!

Anecdotally, one of our clients recently reported a consistently high ROI and an average of 1000+ new customers/month from Direct Mail.

Want to know more?
CONTACT US TODAY

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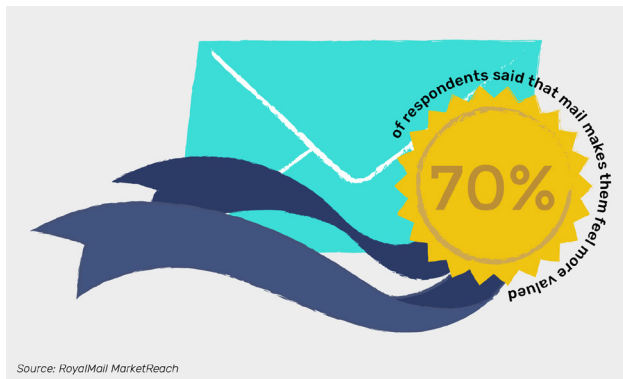


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AND consumers like it!

We've got some stats to prove it...

Respondents to MarketReach research confirmed that mail is more believable (87%), makes them feel more valued (70%) and creates a better impression of a company,



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Choose a partner you can trust. At REaD Group we have been helping businesses of all shapes and sizes get great results from Direct Mail for more years than we care to remember – and with the advent of GDPR our services have become even more important and relevant to our clients (from optimising data selections and data quality to campaign reporting and analysis). We're a safe pair of hands.

Sounds good, right? So what to do next?

Contact our knowledgeable and friendly team who can talk you through how we can best support your marketing strategy and help you thrive through GDPR and beyond.

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