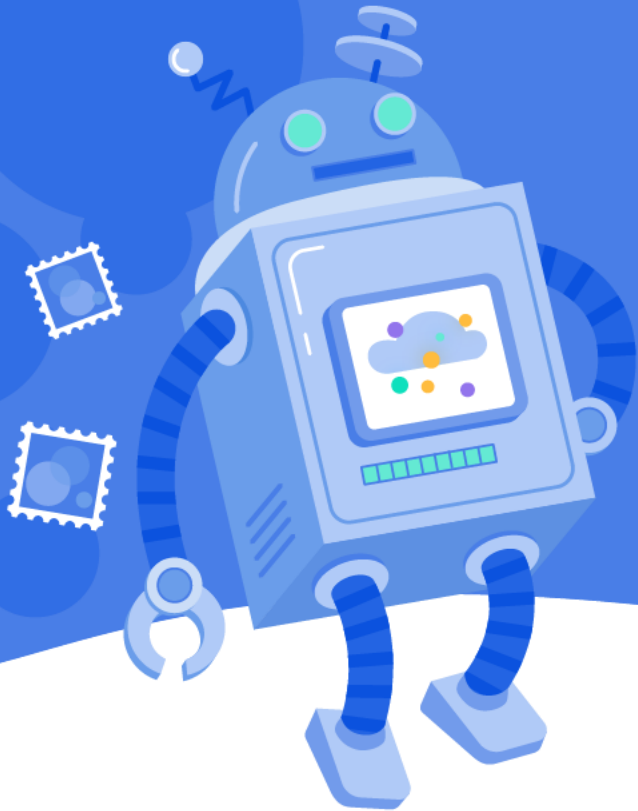




Direct mail automation for market leaders

Use our software to better
integrate letters, postcards & more
into your cross-channel marketing



Direct mail in CRM is vital...

No need for an opt-in,
conversion rates of 4 – 10%





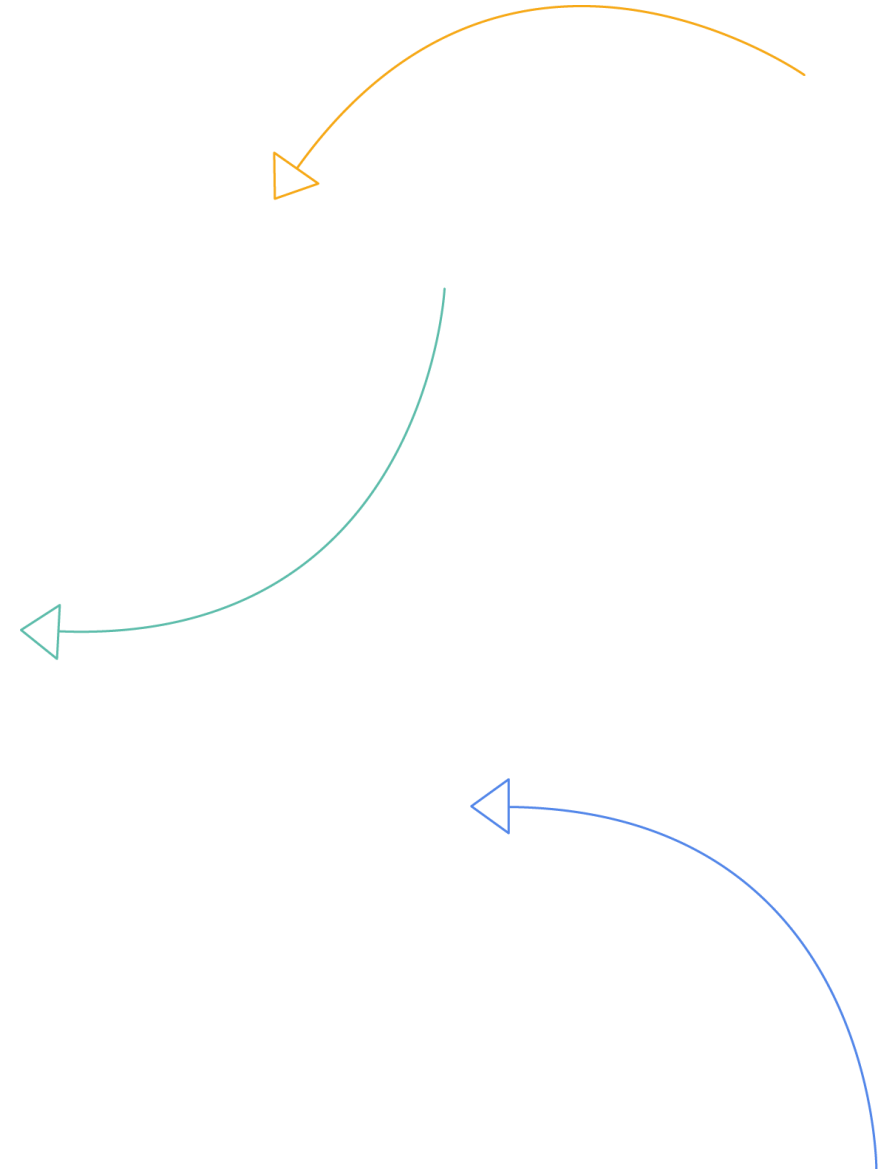
...but little has changed
since the 90s.

“We’ve always used CSV files” is still
normal for many companies

optilyz turns direct mail into a performance channel

Europe's leading direct mail software

optilyz enables companies to integrate direct mail into their cross-channel marketing as well as automate and better personalize their campaigns.





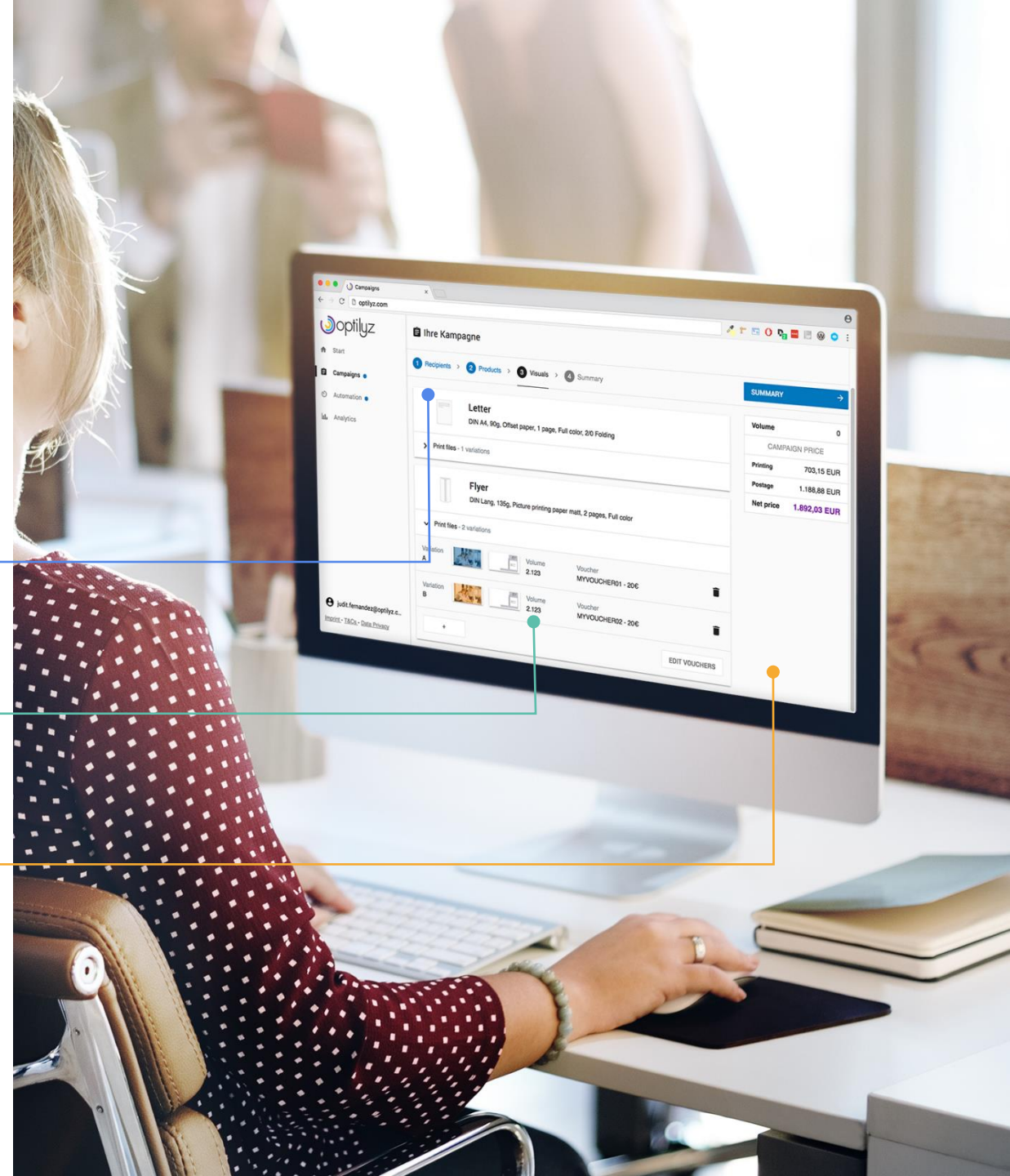
Automation



Personalisation



Cross-channel integration

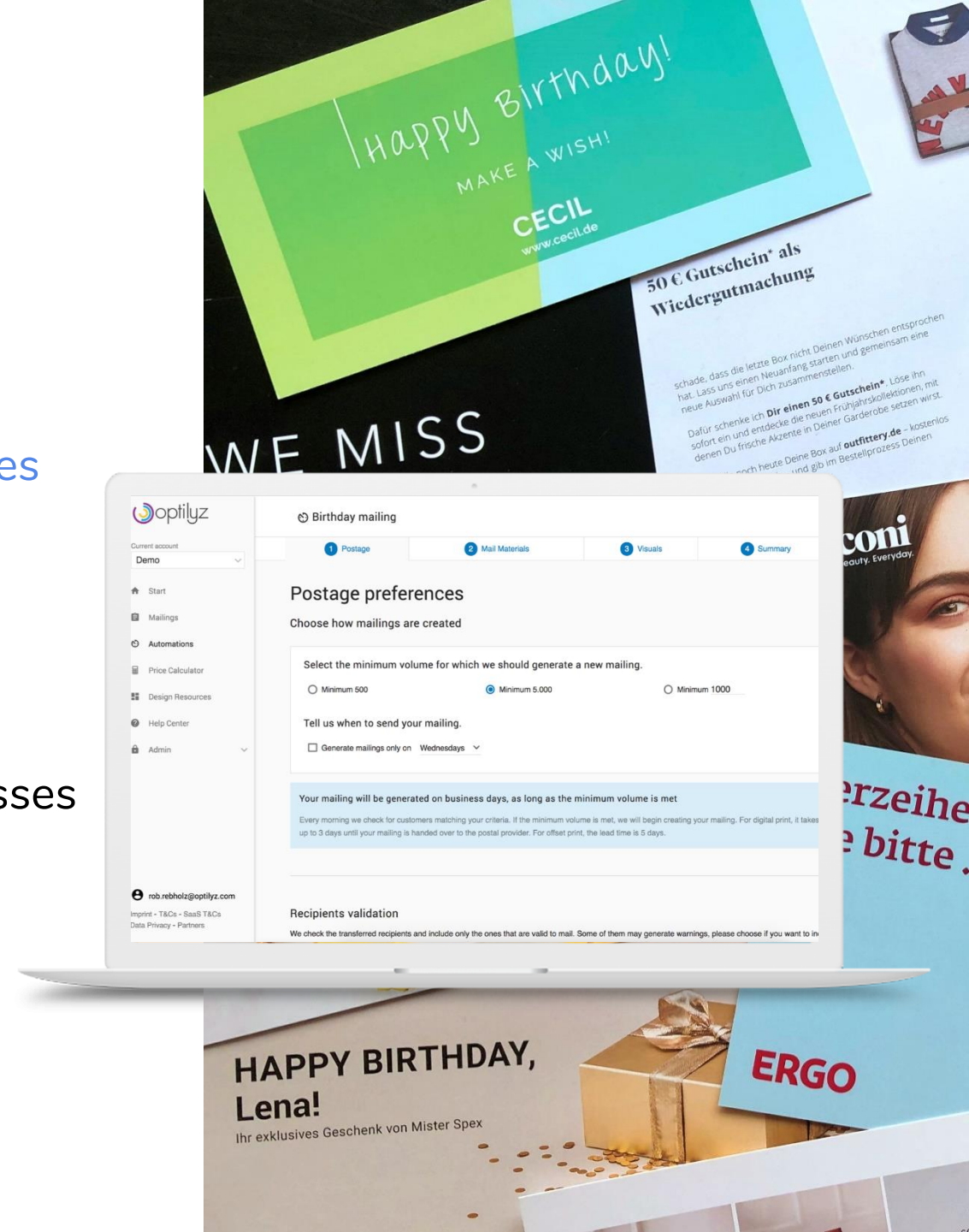




Automation

Set up recurring direct mail campaigns within minutes and manage them via an intuitive web-interface

- All formats & print methods
- Super-fast printing due to fully automated processes
- Scalable European print network

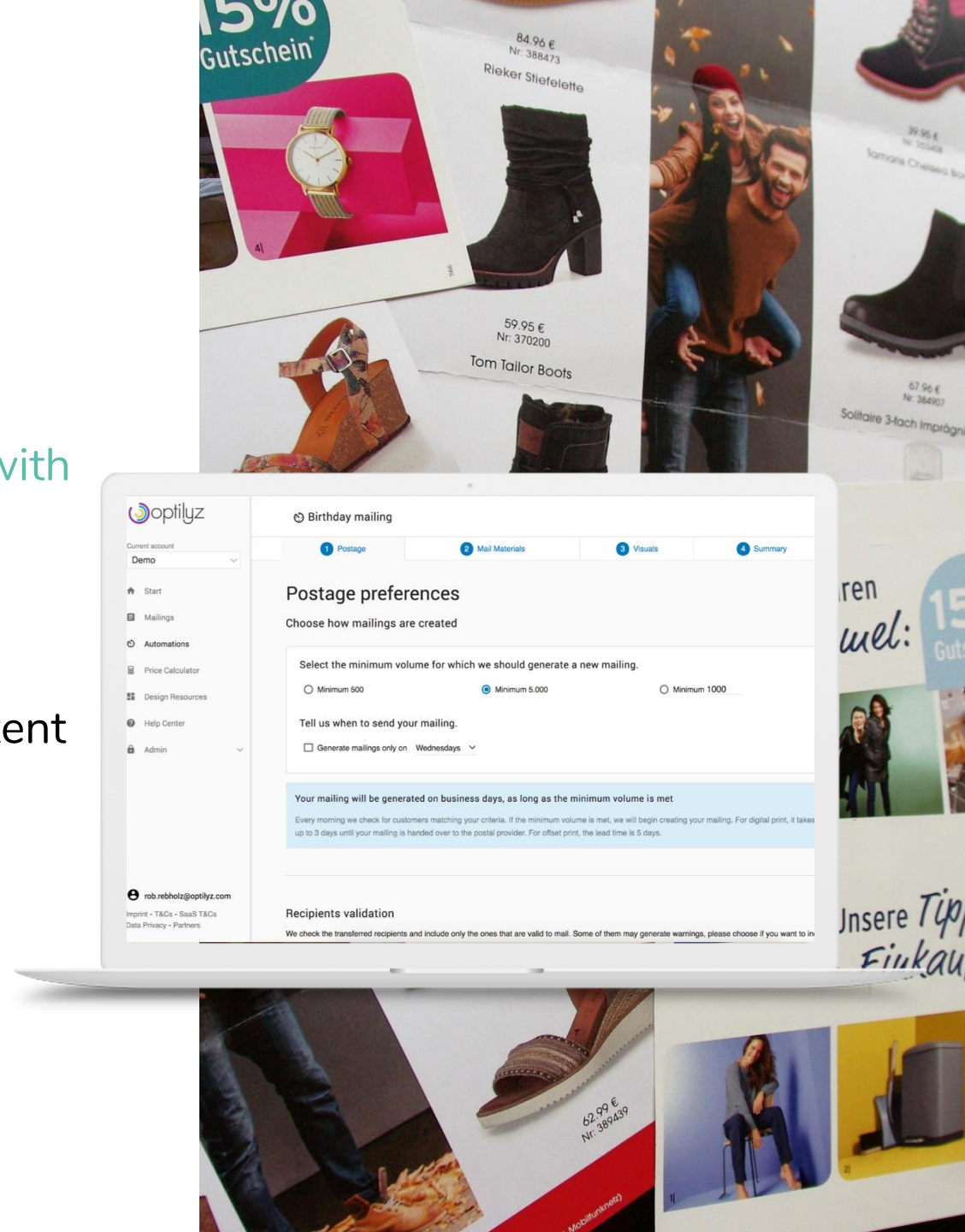




Personalisation

Hyper-personalise letters, postcards & self-mailers with minimal effort and boost the relevance of direct mail

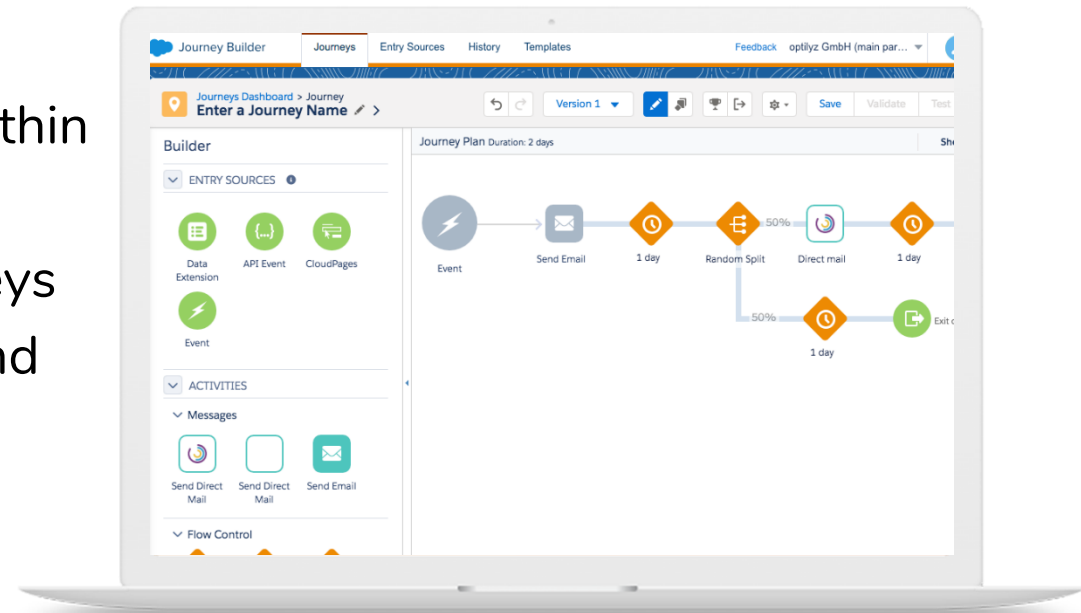
- Personalise via vouchers, barcodes & in-text content
- Easily set up 1:1 picture personalization
- Leverage our GDPR compliant, ISO certified, European setup



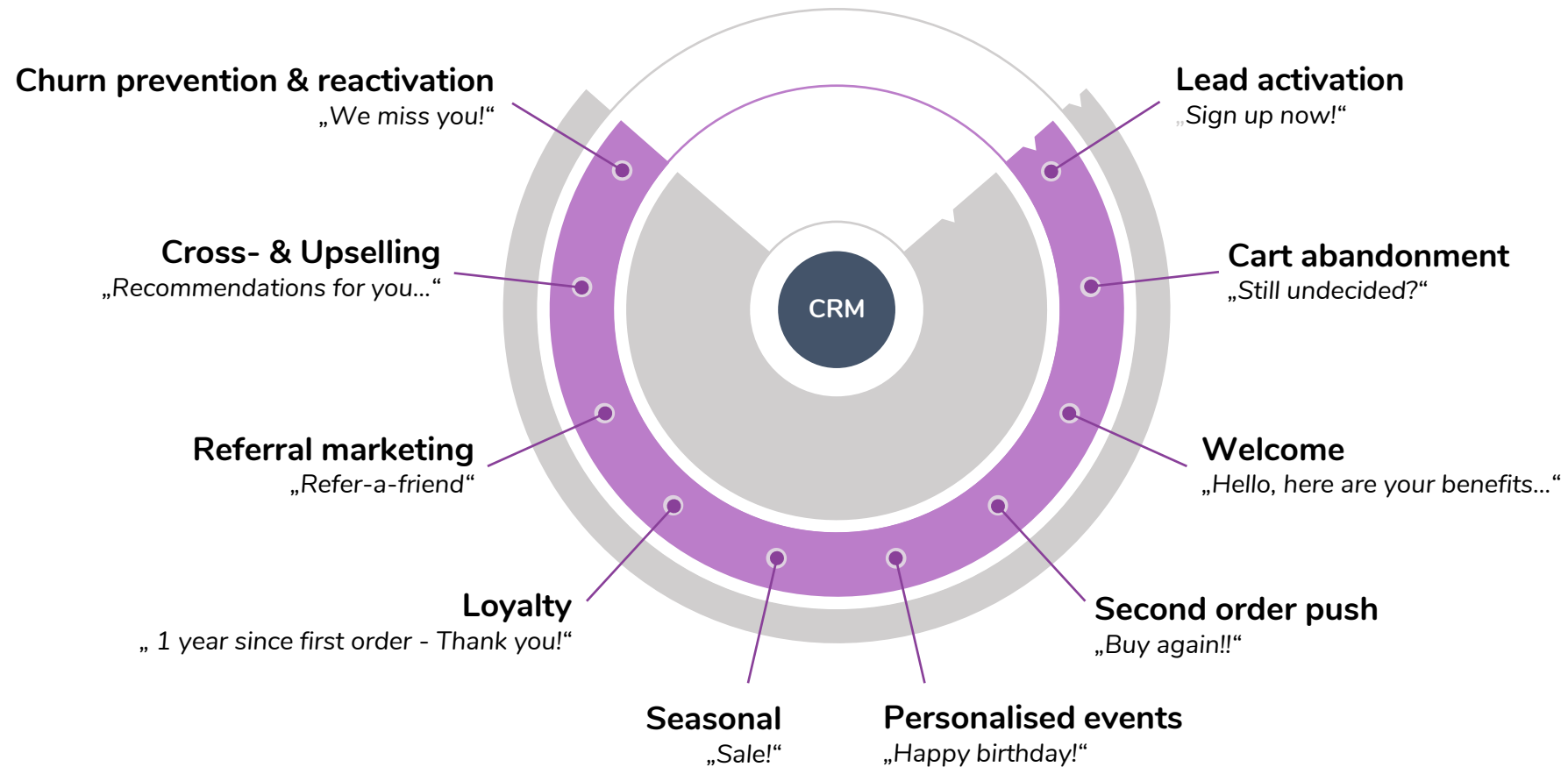
Cross-channel integration

Integrate direct mail into your cross-channel campaigns and run it like an online channel

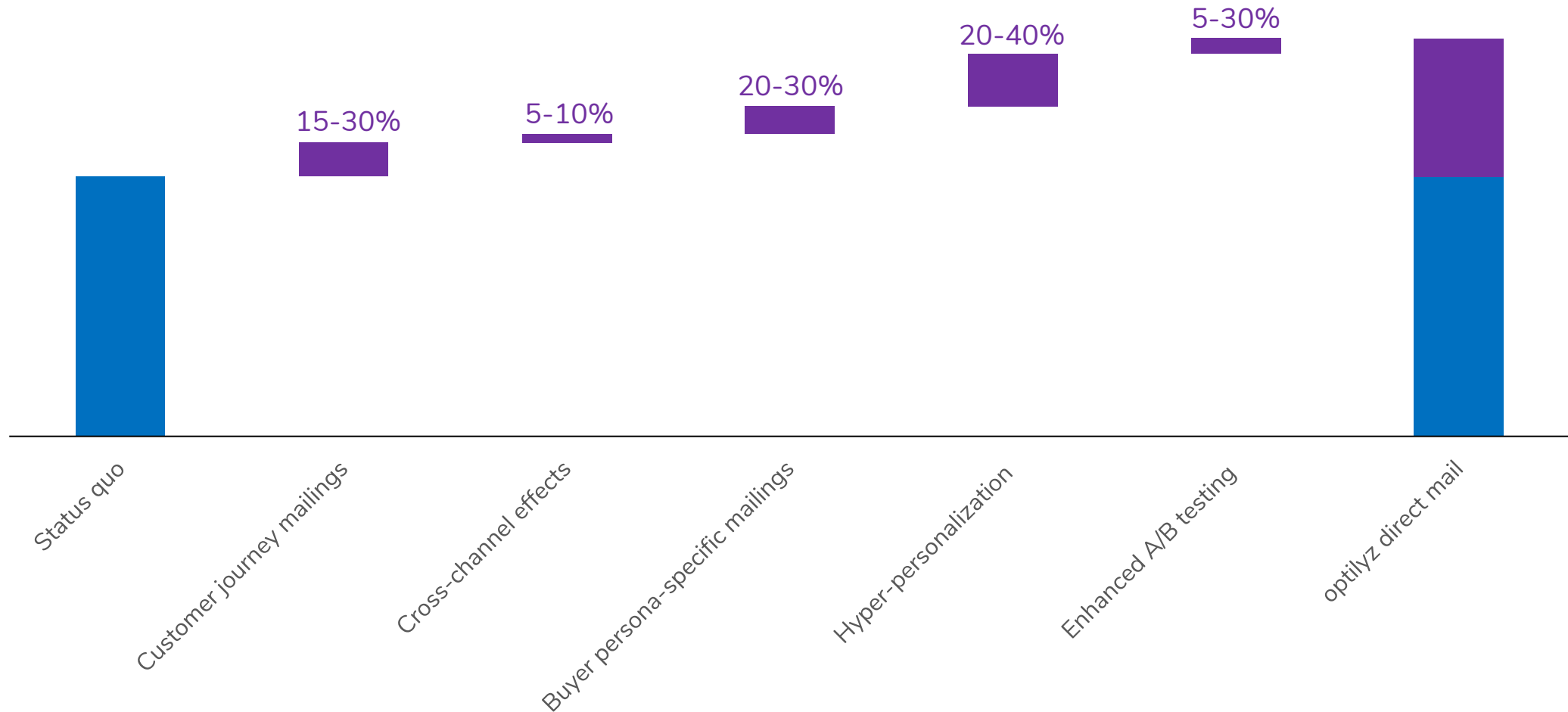
- Activate optilyz in Salesforce Marketing Cloud within clicks (via the AppExchange, 5* app reviews)
- Add letters, postcards & more to customer journeys
- Leverage direct mail for cart abandonment, second order push, birthdays, reactivation & much more



Event-triggered use cases turn direct mail into a more customer-centric channel



Running direct mail like an online channel boosts performance



Increase your return on investment

5 – 15%

cost decrease

via frame contracts &
cost transparency

30 – 70%

conversion rate &
revenue increase

via increased relevance,
additional use cases,
easier A/B testing &
cross-channel effects

90%

effort reduction

via automation &
an end-to-end solution



Europe's leading
direct mail software

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info@optilyz.com

