Breaking Through the Digital Noise

Consumers see 34 gigabytes of data every day.

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(That's 100,000 words, or the length of a short novel.)

One proven way of rising above the noise:
Hyper-personalized direct mail.

86%
of companies see improved business results from **hyper-personalization**
Source: Evergage

85%
of consumers are more likely to pay attention to **personalized direct mail**
Source: InfoTrends

95%
of Gen Z adults have a positive response to **personalized direct mail**
Source: Gallup

Break through with hyper-personalized direct mail from IWCO:

- **Precisely target** every customer with a unique message, at scale
- **Send exactly** the right pieces with variable componentry
- **Inspire your** customers to act with data-driven, strategic creative that drives results

Get in touch today at iwco.com and connect better with your customers.

IWCO
Making Better Happen℠