

Every Door Direct Mail®

At OneTouchPoint, we know that converting prospects to customers is key.

Figuring out the best way to engage consumers and generate the highest ROI with your marketing dollars is complicated. With so many marketing channels to choose from including email, social media, digital ads, SEO, SEM, PPC ads, print, radio and TV, it can be easy to overlook a simple, yet very effective marketing channel—direct mail.



According to a Gallup poll, 41% of Americans (of all ages), look forward to checking their mail each day. Looking at effectiveness, response rates for direct mail is 9x higher than that of email.¹



A turn-key solution to get your message to every household (and business) — fast and affordably.

EDDM® reaches every address in a defined geography allowing for simple, yet effective marketing of products or services with mass appeal. OneTouchPoint's EDDM® (Every Door Direct Mail) takes it a step further and simplifies the EDDM® process by enabling an end-to-end solution through a single point of contact, streamlining your operations and allowing you to focus on your core business.

- Easy-to-use advanced mapping tool to select mail routes & delivery date(s)
- Allow franchise owners to localize approved brand assets, select mail areas, order & pay - all without corporate marketing help
- One-stop-shop — we'll handle the print, payment, processing and delivery
- 1:1 support, including best practice guidance

1. Data & Marketing Association

EDDM® at OneTouchPoint

The world moves quickly. We know getting messages to your consumers as fast as possible is of the essence. Our turn-key solution is integrated with our print and mailing services, so that approved users can easily localize an asset, select mailing zones and schedule mail dates. OneTouchPoint then seamlessly handles the printing and distribution, ensuring that your information is in the hands of consumers as quickly as possible, helping convert prospects into sales and repeat customers.

Simple Onboarding

Our quick-to-market timeframes enable you to get products in front of customers faster. By providing you with a simplified plan, you know exactly when your EDDM® module will be up and running.

What's included:

- Store profiles and information
- User setup & training
- Brand standards (colors, logos)
- Approved assets & templating
- Defined mail schedules and timing

Advanced Features & Functionality

With our advanced features and functionality, we make it easy for corporate brands or multi-unit locations to execute EDDM® campaigns all within one seamless online interface, so you can get quick, blanket direct mail campaigns to reach your localized audience with ease, increasing revenue-generating opportunities and your likelihood of reaching current and future customers.

User Friendly:

Flexible access and easy to use navigation for end-users.



Web enabled



Seamless User-Friendly Interface



Stored Location Profiles

Templated Marketing Assets:

When it comes to your brand, we know how important it is to ensure consistency on a national scale, while allowing customization at the local level.

- ✓ Ensure locations stay on brand with templated, approved assets
- ✓ Flexible design, copy and offers using brand standards and locked down templates
- ✓ Customizable coupons, promotions, images, store information and more - as defined by corporate marketing

Audience Targeting:

Our module allows for targeting at a macro-level to ensure your promotions are going to the right households and/or businesses.

- ✓ Exclude or include businesses and PO Boxes
- ✓ Downloadable map of mailing area
- ✓ Ability to overlay a delivery area so mail area stays within defined delivery boundaries
- ✓ Integrated zip code carriers route mapping
- ✓ Saveable/reusable mail areas and delivery overlay areas
- ✓ Mail scheduling by zip carrier
- ✓ Integrated map to view, define, select/deselect specific zip code carrier routes
- ✓ Downloadable table or zip carrier routes and counts of selected mail area
- ✓ Ability to split up mail area into multiple mail drops

Simple Program Execution:

As a full-service provider, we'll reduce your workload (and costs) and get EDDM campaigns quickly printed and distributed. You get order confirmation emails and access to your order history to help track program results.

OneTouchPoint provides managed services and technology-enabled execution support that help companies amplify their customer engagements with beautifully-crafted marketing assets and communications produced and distributed at scale. OneTouchPoint's capabilities span state-of-the-art printing, localized marketing execution, digital marketing solutions, fulfillment, and related services, all managed easily through the U.Connect platform and delivered rapidly from facilities nationwide. More than 3,000 customers, including Fortune 500 companies in the manufacturing, retail, franchise, healthcare, and financial services industries, trust OneTouchPoint to increase the return on their marketing investment, one touchpoint at a time.