From Insight to Impact

Activating Environics Analytics Data Through Precision Direct Mail



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EA CONNECT 2026

Marketing has never had more data, yet proving value remains difficult.

40% of advertising spend cannot be **connected to measurable business value.**

WARC, Global Ad Trends 2023



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Direct mail earns confidence. The opportunity is stronger proof.

84% of marketers agree direct mail provides the highest ROI of any channel they use.

Strong performance creates confidence.

Measurement turns confidence into evidence.

Lob and Comperemedia, State of Direct Mail Marketing (2024)



THE REAL QUESTION

Not *whether we can generate insight.*

But whether we can turn insight into action, and build credible evidence of what changed.

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A practical path from insight to measurable impact.

01

Enrich

Define who matters.

02

Activate

Match audience to action.

03

Prove

Design how you will measure change.

Three connected decisions, made before the campaign begins.



ENRICH ACTIVATE PROVE

STEP 1: ENRICH

More data is not the goal.
A better audience decision is.

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Four signals. One clearer audience decision.

PRIZM	CLICKSCAPES	MOBILESCAPES	YOUR HOUSE FILE
Who are they?	What do they explore online?	Where do they go?	What relationship already exists?

Use the signals that answer the business question.





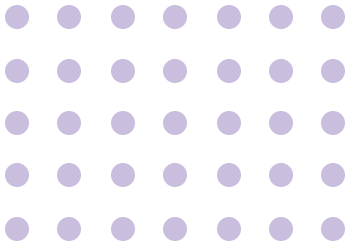
ENRICH ACTIVATE PROVE

STEP 2: ACTIVATE

Match the approach to the audience and objective.

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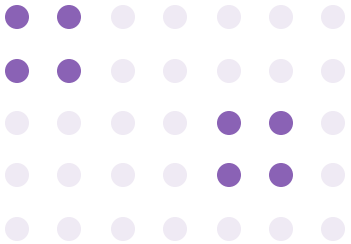
Choose the level of precision the objective requires.



One to many

Neighbourhood Mail

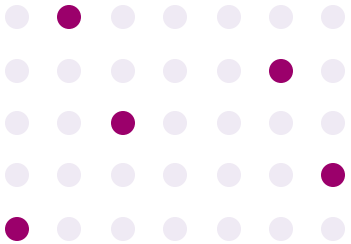
AWARENESS



One to a few

Postal Code Targeting

ACQUISITION



One to one

Personalized Mail

RETENTION



ENRICH ACTIVATE **PROVE**

STEP 3: PROVE

Decide what evidence you need before the campaign begins.

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Build a stronger measurement story, one layer at a time.

01

AUDIENCE

Did we reach the intended audience?

02

BEHAVIOUR

Did the mailed group respond differently?

03

BUSINESS

What measurable value did the campaign create?

Each layer answers a different question.



ENRICH ACTIVATE PROVE

No house file.
Still a credible place to begin.

Behaviour provided the starting point.

WHAT WE DID HAVE

- Store locations
- Their website
- Selected competitor websites

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Where they shop. Where they browse.

MOBILESCAPES

Physical behaviour

5.0M
Unique visitors

14.5M
Visits

2.9
Avg visits per visitor

CLICKSCAPES

Digital behaviour

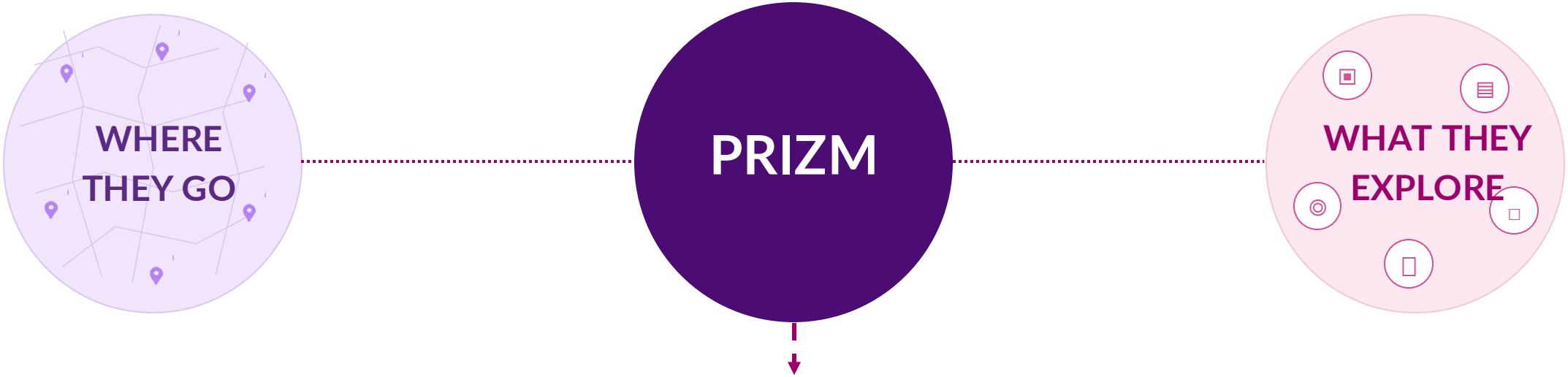
38%
Share of visit days vs. competitors

+12%
Visitor growth year over year

1 in 3
Site visitors also visit a competitor

Sample capability outputs. Not results from this retail application.

Different behaviours. One common audience language.



Shared audience characteristics

shape a targetable profile

The common language reveals the audience profile.







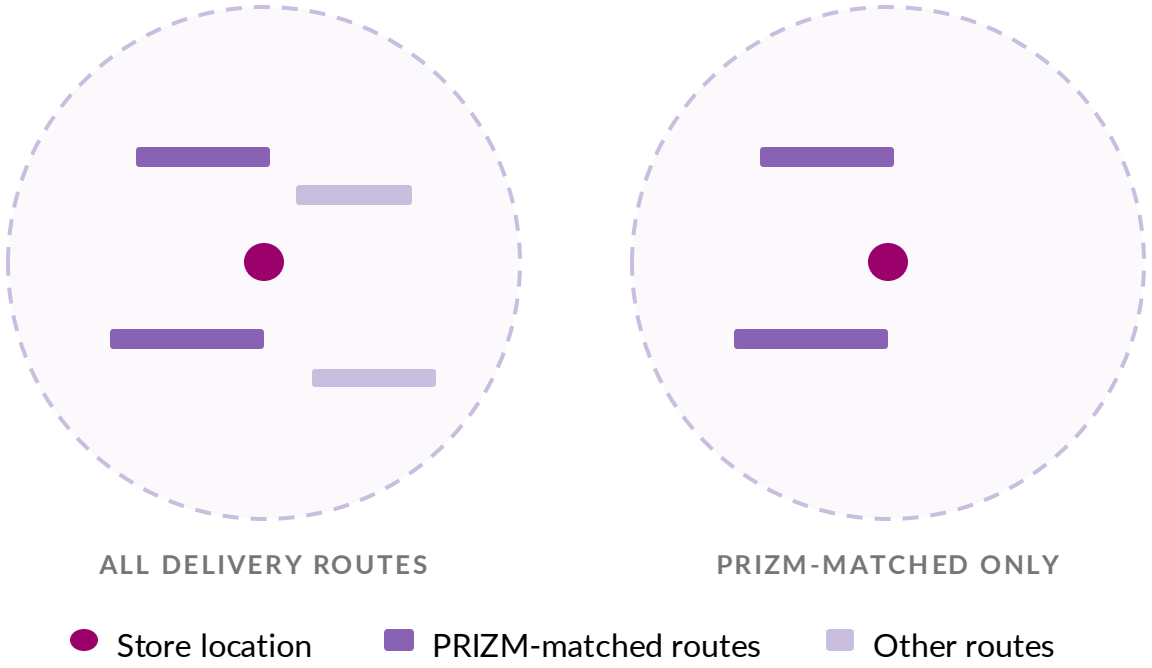
SHARED HIGH-AFFINITY SEGMENTS

They define the target profile.

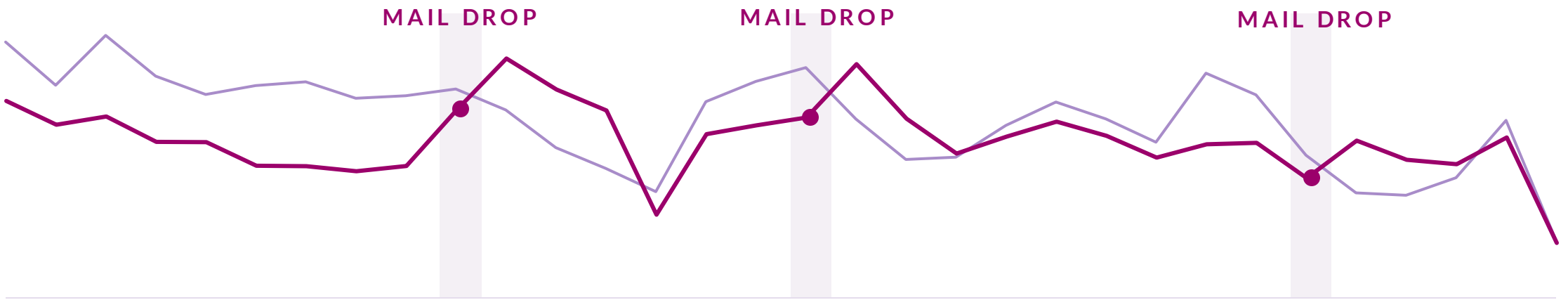
Illustrative segment examples.

Define the trade area. Keep only the matches.

BROAD REACH, MADE MORE RELEVANT



Online visitation outperformed the category comparison following each mail drop.



WEEKLY ONLINE VISITS · CLICKSCAPES

CATEGORY COMPETITOR

RETAILER

Illustrative reconstruction inspired by an observed retail campaign pattern.
Client identity, dates, campaign details, and actual values have been removed or adjusted.

ENRICH ACTIVATE **PROVE**

Move from incremental visitation to incremental business value.

DESIGNING STRONGER PROOF FOR THE NEXT CAMPAIGN

PROVEN	DESIGN NEXT	CONNECT
Incremental visitation	Incremental conversion	Incremental value

PRESERVE	DEFINE	CONNECT	APPLY
comparison	conversion	journey	economics



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One application. Three disciplines.

The strongest evidence is designed before the campaign begins.

01

Enrich

THE AUDIENCE

A common language turns available signals into a target profile.

02

Activate

WITH PURPOSE

Match the profile to the right level of reach and precision.

03

Prove

WHAT CHANGED

Define the comparison, conversion, and value before launch.



THANK YOU

Q & A

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