



## EliteMail: Communicate Better.

### How Does EliteMail Help Grow Your Business?

With standout campaigns that deliver outstanding results. Because growth is no accident. Turning today's lukewarm prospect into tomorrow's raving fan takes a solid acquisition and retention strategy that helps you reach clients and win business (without busting your budget).

That's the thinking behind EliteMail, our targeted, trackable, ROI-driven approach to direct response marketing. EliteMail features the smart stuff -- like 1:1 variable piece personalization, Quick Response barcodes and full-on web integration -- to go way beyond standard mass mail. And it's all backed by a rock-solid, ridiculously efficient print-and-mail production system. The result? Innovative collateral that turns heads, connects with high-value prospects and helps your company affordably protect and grow its most valuable resource: good customers. Meet the marketplace with confidence with blue-chip tools from EliteMail, like:

- **Smart, Efficient, Reliable Print and Mail Services**

With fast, reliable mail processing and fully discounted postal rates, EliteMail puts your project into clients' mailboxes when you need it to be there. All at a cost that's very bottom line-friendly.

- **1:1 Collateral Personalization**

Don't settle for mass mail. EliteMail uses customizable content, variable print technology and smart list segmentation to provide mail pieces that truly speak directly to each recipient.

- **Dedicated Support**

In all things direct mail, we've got your back. Postal rates and regulations? Check. Insight-rich campaign tracking and reporting? You bet. For that stuff (and everything in between), you can rely on our fifteen-plus years of experience to ensure that your project is a smashing success.

- **Head-Turning Piece Design**

Put your best foot forward with bold, attention-grabbing design and persuasive copy writing services from our in-house content creation team or certified network of creative partners.

- **Quick Response Bar Codes**

QR Codes are web-enabled bar codes variably printed on a mail piece that, when scanned by a smart phone camera, redirect users to a website or custom landing page. In other words: nothing short of a direct response marketing game changer.

- **Website Integration**

No matter if it's recipient-personalized websites (PURLs) or general campaign landing pages, we've got the know-how to integrate winning web tools into your direct mail project.

Communicate Better.

4300 S. Madison  
Muncie, IN 47302  
**800.276.6456**  
[info@eliteps.com](mailto:info@eliteps.com)  
[www.eliteps.com](http://www.eliteps.com)