

## Local Direct Marketing Firm to Speak at South Florida Business Expo

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Pompano Beach, FL

*A local direct marketing firm, Progressive Impressions International (Pii), created two websites – EDDM2Go and DirectMail2Go – to help small businesses execute custom marketing campaigns. Pii, a Taylor company, is also a direct mail alliance partner of the U. S. Postal Service (USPS). They will be exhibiting and speaking at the South Florida Business Expo on Wednesday, November 7<sup>th</sup>, in Deerfield Beach, FL.*

Many businesses, such as retailers, restaurants, insurance agents and healthcare providers, seek to promote themselves to a defined geographic area – and with good reason. According to the BizReport (April 2012), the average consumer spends 85% of their disposable income within five miles of their home. With the introduction of Every Door Direct Mail<sup>®</sup> (EDDM<sup>®</sup>) by the USPS, now small businesses can get the benefits of direct mail on a smaller budget.

EDDM<sup>®</sup> allows businesses to target specific areas in their local markets without the need for a mailing list or postal permit. By not needing to print recipient addresses on the mail piece, production costs are reduced. And, since the list is selected by carrier routes, this qualifies for a lower postage rate – just \$0.145 per piece.

“EDDM<sup>®</sup> offers an economical way to reach potential customers and increase new business,” says Ron Drenning, Managing Director of EDDM2Go and DirectMail2Go. “We launched EDDM2Go in March 2012, and have already mailed nearly 1.5 million postcards and flyers.”

After customizing one of the products, customers select carrier routes by entering up to five ZIP codes, a specific address or a radius around one ZIP code. “Carrier routes are selected right on our website,” explains Drenning. “We don’t make customers visit another website to do this step.” A map is displayed that lets customers select which carrier routes to include.

“EDDM2Go’s pricing is competitive with similar websites offering these services,” continues Drenning. “It is all-inclusive for print, prep, fulfillment and postage. We do all the work ... printing, bundling, facing slips and postal paperwork. We deliver the mail pieces to the local USPS facilities quickly, meaning campaigns reaches recipients faster – within 10 days from the time the order is placed.”

DirectMail2Go is similar in product offering, but allows customers the ability to upload a customer mailing list or rent a consumer list based on criteria selections, thereby reaching specific individuals. One user account allows access to both websites and services.

EDDM2Go and DirectMail2Go will be exhibiting at the South Florida Business Expo, to be held on Wednesday, November 7<sup>th</sup> at the Hilton Deerfield Beach/Boca Raton from 3 PM to 7 PM. They will also present a session on “Low-cost Ways to Promote Your Business Locally.”

To learn more about EDDM2Go and DirectMail2Go, contact Ron Drenning, Managing Director, at 800.883.1156 or [ron.drenning@EDDM2Go.com](mailto:ron.drenning@EDDM2Go.com)

About Pii:

Since 1993, Progressive Impressions International (Pii) has been providing direct marketing with personalization for leading companies in Insurance, Financial Services and Health Care. We are one of the country's largest full-service direct marketing solutions providers. Pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels – such as direct mail, email and more – and made available to distributed sales forces via an easy-to-use, Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for Pii. In addition, we are able to offer a full range of commercial and specialty printing services.

About the U.S. Postal Service:

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation, 150 million residences, businesses and Post Office Boxes. The Postal Service receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*, the Postal Service has annual revenue of more than \$67 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 29<sup>th</sup> in the 2010 Fortune 500. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency six consecutive years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

*Every Door Direct Mail<sup>®</sup> and EDDM<sup>®</sup> are registered trademarks of the United States Postal Service.*