

Royal Mail's MailshotMaker brings direct mail into the heart of omnichannel campaigns

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Royal Mail announces that its MailshotMaker tool has integrated with the customer engagement platform, dotdigital Engagement Cloud. The integration means that Engagement Cloud users can now include direct mail as part of any omnichannel campaign.

Customers are now able to automate the messaging and timing of direct mail campaigns in the same way as digital channels. Using Engagement Cloud's program builder, customers can trigger high-quality printing, postage, and delivery as part of a complete marketing program, and optimise overall campaign performance.

For example, customers can deliver direct mail to customers who haven't responded to emails or SMS messages within a certain timeframe. The creation and dispatch of direct mail is triggered in Engagement Cloud using customer insight and behavioural data. Customers can test and optimise direct mail within their media mix, helping them to achieve the best results for their marketing campaigns.

A spokesperson for Royal Mail said "Gone are the days of direct mail being used in isolation.

This new integration enhances the power of MailshotMaker, making it simpler for SMEs to incorporate direct mail into their digital and multi-channel campaigns and to engage with customers offline. dotdigital recognised the unique role that direct mail can play in enhancing the customer journey and increasing the overall results of a campaign."

Phil Draper, the CMO of dotdigital said "The MailshotMaker for Engagement Cloud integration helps marketers to reach customers – who are unengaged online – offline. Now it's simple to incorporate direct mail into digital campaigns; increasing first-time purchases and maximising brand affinity. What's more, businesses can differentiate themselves from competitors who only send email, enhancing the customer journey with highly targeted direct mail."

Source: [Royal Mail](#)