

TEST EMERGING TECHNOLOGIES WITH YOUR MAIL CAMPAIGN AND EARN A HIGHER TEST & INNOVATIVE INCENTIVE CREDIT RATE

Earn up to 15% for Advertising Mail or 30% for Business Mail for qualifying tests where new technology has been used within your mail campaign to drive customers offline to online.

* Royal Mail normally accept tests of between 4k and 100k but at their discretion they will accept a test of up to 1m for Advertising Mail and up to 10m for Business Mail.

Test Examples

- Using QR codes



- Marketing Automation, leverage your first-party data to trigger personalised communications in a single view SaaS environment with social, email, SMS & push.
- Using voice activation to drive online sign up
- Programatic mail
- Augmented reality
- Digital image recognition

TEST NEW TECHNOLOGY TO GET THE HIGHER INCENTIVE RATE

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Test image recognition technology which takes a consumer from physical to digital.



Test the use of voice activation in your mailing to drive people to online content/data capture.



Test programmatic mail where you can re-target someone visiting your website with a timely mail piece to remind them to buy.



Test mail with addressable TV or Partially Addressed.



One drinks company made their print edible so you could sample their new flavour by tearing a piece of paper off and eating it.



Use augmented reality or near-field reality to create a truly immersive customer experience



Use smell, a pet insurer used smelly mail to reach dog or cat owners with packs their pets could literally smell.



Make the most of developments in Artificial Intelligence, use it to tailor your mail to different audiences.