

STRATEGIC DATA ARCHITECTURE TO REDUCE COST AND UNLOCK GROWTH

PROOF

Proof's engagement created a data architecture to reimagine what direct mail could be at scale.



PostPilot Inc. pioneered the category of marketing automation for direct-mail and have been growing like gangbusters ever since. It makes sense: precisely-targeted direct mail campaigns that are managed with the ease of online advertising expands the upside for brands of any size. And it really works; Direct mail via PostPilot has a 28x greater response rate over email marketing.

Connecting digital marketing to physical mailings with this kind of success rate requires massive amounts of data; PostPilot collects billions of data points across thousands of brands. To turn all this data into the successful outcome they're known for isn't easy or cheap. And it's clear that data consumption and processing will only increase. So when PostPilot needed some extra firepower to take their data strategy to the next level, they called Proof.

- Reduce infrastructure costs by 30% while increasing data consumption and complete retainment.
- 90% lower functional wait times.
- Technically sustainable 5x growth trajectory.

Holistic Data Architecture

A forward-looking data architecture formed from decades of experience in technology and media means unlocking growth potential for years. Together we moved development activities to be proactive towards emerging challenges related to data complexity and scale.

Target Segmentation on Anything

Getting the right customer the right message at the precise point of high purchase intent isn't easy; It requires huge amounts of data to be reduced to human scale at a cost that makes sense for sending a few postcards all the way to multi-million dollar campaigns. The resulting approach for data retention and portability makes it all possible.

Deliverables

- Demand Side Platform architecture that combines digital and direct mail characteristics
- Data configuration for rapid and holistic consumer segmentation
- Cost and tooling analysis and change recommendations to ensure long-term efficiency and cost reduction

“Proof was fantastic to work with. Their ability to describe and advise from a future state will accelerate our work for the next few years.”

Daniel

Head of Product Engineering

PostPilot



PostPilot is the fastest-growing direct-mail marketing company in the U.S., ranked #207 in the 2023 Inc 5000. Created by ecommerce people for ecommerce people, PostPilot makes it easy for brands to acquire and retain customers with smart, automated postcard campaigns.

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Proof Partners prefer the ambitious approach. Our category-defining work focuses on the best possible outcome with simple-as-possible technology. No matter the challenge or tech stack or even what stage, we've been there before. As practitioners, team leaders, and most recently, as executives.

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