

DirectMail

Managed campaign service

**Great campaigns don't manage themselves.
DirectMail does it for you.**

A direct mail campaign is only as good as the detail behind it. The data, the print, the personalisation, the postage, the timing – every part of it matters. And when you are managing it across multiple suppliers, something almost always slips.

DirectMail is BBS's managed campaign service. We handle everything from data preparation and personalisation through to print, fulfilment and final delivery. One team, end to end, with the experience to get every detail right – so your mail reaches the right people, in the right way, at the right time.



Inside MailHub



Personalisation

Create tailored, data-led campaign output that speaks to individual customers.



Fulfilment

Manage print, postage and all the practical preparation your campaign needs.



Delivery

Coordinate distribution and final delivery – with clear visibility throughout.



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| SORTED

| LANDED







Personalisation

The right message to the right person.

The creative is yours – but how it's presented can make or break a campaign. The wrong envelope, the wrong format, the wrong paper stock and your mail gets ignored before it's even opened.

BBS brings decades of direct mail experience to help you make the right choices, so your campaign lands with the impact it deserves.





-  **Format advice** Letters, catalogues, postcards, inserts, we'll help you choose what works for your campaign.
-  **Envelope selection** The right envelope type and specification for your audience and your message.
-  **Personalised at scale** From 500 items to 500,000, every piece is treated as an individual communication.
-  **Variable data print** Names, offers and messages that change per recipient, produced efficiently at volume.



Fulfilment

Everything handled, properly.

Once a campaign is planned and personalised, there is significant practical work to get it into the postal system. Print procurement, data preparation, sortation, postage optimisation – each stage has to be right. BBS manages the full fulfilment process on your behalf, using our Royal Mail accreditation and major UK DSA partnerships to access the best available postal rates.

-  **Best postage rates** Our partnerships give clients access to DSA discounts not available to most businesses.
-  **Print managed** Sourced and managed across formats and finishes, from small to large-scale campaigns.
-  **Sorted and prepared correctly** Every mailing prepared to Royal Mail's specification using Sort My Mail, but also hand managed with our in-house operations team.
-  **One supplier, not many** No need to coordinate between a data provider, printer and mailing house separately.



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Delivery

From the building to the doorstep.

Getting mail into the postal system is one thing. Knowing what happened after it left is another. BBS coordinates the final distribution of every campaign and — using Track My Mail — gives clients daily visibility of where their mail is as it moves through the postal network. If something goes wrong, we deal with it.

- ✓ **Real delivery visibility** Daily updates on campaign progress through the postal network.
- ✓ **Issues identified and resolved** Missorts, reversions or delays spotted and managed on your behalf.
- ✓ **Multi-channel coordination** Email and SMS coordinated alongside print for consistent timing.
- ✓ **Results tracked and reported** Performance matched back so you know what did or didn't work.

What BBS manages for you

Data — Cleansing, validation, targeting and segmentation before a single item is printed.

Print — Sourced and managed across formats, finishes and volumes.
Personalisation — Variable data print at scale, every recipient treated individually.

Personalisation — Optimised and sorted to access the best available rates through our Whistl partnership.

Dispatch — Prepared to Royal Mail's specification and submitted with full Mailmark compliance.

Tracking — Daily visibility of every campaign through the postal network via Track My Mail.

Reporting — Results analysed and matched back so every campaign improves the next.



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Why DirectMail?

Direct mail works when every detail is handled right. The wrong data, a missed personalisation, a late handover to Royal Mail, any one of these can undermine a campaign that looked great on paper. DirectMail gives businesses an experienced team managing every stage, so the detail is always right.

Every stage, one team

BBS manages the full campaign process, data, print, postage, delivery, tracking and reporting. Clients work with one team who understand the whole picture, not multiple suppliers who only see their part of it.

Postal rates most businesses can't access

Through BBS's Whistl partnership, clients access DSA postal discounts simply not available to most businesses. Better rates on every campaign, without compromising on quality or service.

Data-led from the very start

Every DirectMail campaign begins with clean, accurate data. BBS cleanses and validates customer records before any print is prepared - so postage is never wasted on bad addresses.

Clients who stay for a reason

Many BBS clients have been working with the team for years, some for over a decade. That level of retention only happens when the service is consistently good and the results speak for themselves.

Why BBS?

End-to-end capability

Data quality, postal software and managed campaign delivery - all under one roof.

Royal Mail accredited

Formally accredited Mailmark partner with direct access to Royal Mail's postal network and discount schemes.

40+ years in direct mail

Operational depth built over four decades - fewer surprises and more campaigns that land exactly as planned.

Personal service

Family-owned. Clients work with people who know their campaigns, their customers and their goals.

Every campaign deserves to land properly.

Get your campaign delivered.
Talk to BBS.

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