



Quick Tools

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Customized MarketMail

Make mail in any shape... and skip the envelope, too.

Illustrate your message creatively and cost-effectively with a mailpiece in any shape or design imaginable. Customized MarketMail® (CMM®) offers a variety of sizes, shapes, and thicknesses that can be tailored to help your campaign meet its goals. With options for coupons and reply cards, it's a unique opportunity to track campaign effectiveness while sticking to a budget.

Benefits

Questions and Answers

Give your mailing personality.

Nearly any shape goes. An image of your product, a cartoon character, a floral bouquet—whatever you choose to illustrate the offer. Even die-cuts and varying thicknesses are available.

Stand out from other mail.

Unexpected shapes and creative formats don't come every day. Imaginative pieces prompt engagement and response—and are sometimes pinned up and shared.

Use cut-out options.

Design your piece to include die-cuts, voids, or holes, and benefit from the ability to mail them without an envelope.

Attach an offer or response device.

Add a call-to-action with coupons, reply cards, and barcoded swipe cards... and track the responses for your next campaign.

Check out these Customized MarketMail® samples for ideas:

Customized MarketMail Sample 1 [PDF](#)

Customized MarketMail Sample 2 [PDF](#)

Download the list of Customized MarketMail manufacturers to find one near you.

List of Potential Customized MarketMail Manufacturers [PDF](#) | [RTE](#)

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