Maximize Your Envelope’s Impact
The science of marketing for increased engagement and response

CAPTIVATE YOUR AUDIENCE
WITH NEUROMARKETING

Neuromarketing suggests that you have three minutes and 33 seconds to convince a reader to open your mailing.

THREE SECONDS
For your envelope to make an impression and stand out

THIRTY SECONDS
To intrigue the reader enough for them to open your mailer

THREE MINUTES
For the reader to review the contents and respond

Make Smart Use of Space

These 5 hot spots are where your eye typically goes to on an envelope. Take advantage of these interest points!

1. **Mailing Address**
   Readers want to see their name – make sure it’s spelled correctly!

2. **Postage Area**
   Type of postage tells a reader how important they are to the sender

3. **Teaser Copy**
   Prime space to give a hint of what’s inside

4. **Return Address**
   Test whether including your company name or using a blind envelope yields better results

5. **Flip Side**
   Your reader may see the back first – take advantage of the flip side!

An Effective Mailer Should Be...

**TACTILE**

The touch and feel of a mailer immediately engages the reader’s senses. Different sizes, papers, finishes, and other tactile techniques are a great way to draw attention.

**VISUAL**

Standing out in the mail requires some visual appeal. Use color, graphics, or icons, and make use of hot spots to keep the reader interested.

**CEREBRAL**

Entice your audience mentally through your actual content – compelling calls-to-action, intriguing offers, or even multi-media experiences (i.e., augmented reality images or quick response codes) get wheels turning and tease the brain.

Discover more new ways to engage your readers by visiting tensionenvelope.com

Corporate office:
819 E. 19th St., Kansas City, MO 64108
Main: 855.763.7275 x4103
Email: info@tension.com