

Add-A-Name

The Postal Optimization feature not only enables catalog clients to benefit from the savings of Add-A-Name but also facilitates business expansion by providing fresh prospect names. As part of our initiative to increase HD pool volumes, we cover the postage expenses; all you need to do is supply the books. This approach guarantees HD savings, and with your demographic specifications, our unique source code for attribution allows you to track the results we deliver at minimal cost.



How It Works

Enru will provide the highest value prospecting addresses, place them on your catalogs, and mail within the current Co-Mail pool. The ideal candidate is a catalog client mailing million+ copies per event.

No additional charge to you! Enru will provide the additional names and Add-A-Name list processing for no additional charge.

What is needed? Co-Mail clients will need to supply 20,000 additional copies (per mailing) to support the Add-A-Name process. It's that simple!

You get paid! Add-A-Name participants will receive a \$7,000 credit for supplying the additional copies (\$0.35 per copy added).

Demographic Selection

Household Age Ranges

- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 - 64
- 65 - 74
- 75+

Dwelling Type

- Single Family Dwellings
- Multi Family Dwellings
- Single and Multi-Family Dwellings

Gender

- Male Only
- Female Only
- Both Male and Female

Homeowners

- Homeowners
- Renters
- Homeowners and Renters

Household Income Ranges

- \$50,000 - \$59,999
- \$60,000 - \$69,999
- \$70,000 - \$99,999
- \$100,000 - \$149,999
- \$150,000 - \$174,999
- \$175,000 - \$199,999
- \$200,000 - \$249,999
- \$250,000+

We solve for this load,
and the next. →