DIRECT MAIL SERVICES

ALLEGRA
MARKETING • PRINT • SIGNS • MAIL

We're all in on *your next mailing.*

Allegra is your full-service direct mail, EDDM and digital marketing team, right here in Reno. We take your postcards and letter mailers from idea to mailbox.



Full-service direct mail

Postcards and letter mailers: design, lists, list cleaning, printing, postage, tracking.

EDDM

Every Door Direct Mail reaches every home on the routes you choose. No list needed.

Digital marketing

Social media, Google and geofencing ads aimed at the same people you mail.

Almost half off

First-Class postage with our bulk mail permit, on eligible mailings of 200+ pieces.

As low as 18¢ a piece

Postage only, printing not included. For eligible nonprofits mailing 200+ pieces.*

3–5 day turnaround

From final artwork approval. First time mailing with us? Allow 1–2 more days for setup.

Free tracking

USPS delivery tracking on every mailing of 200 pieces or more.

*Nonprofit rates require your organization's USPS nonprofit authorization.

775-829-7768

concierge@allegrareno.com · www.allegrareno.com · 5301 Longley Lane, Suite 47, Reno

DIRECT MAIL SERVICES

Standard with every mailing.

So you only pay to print and mail pieces that can be delivered.

INCLUDED STANDARD SERVICES

Address verification & correction
Every address is verified and corrected before it prints, so you only pay to print and mail pieces that can be delivered.

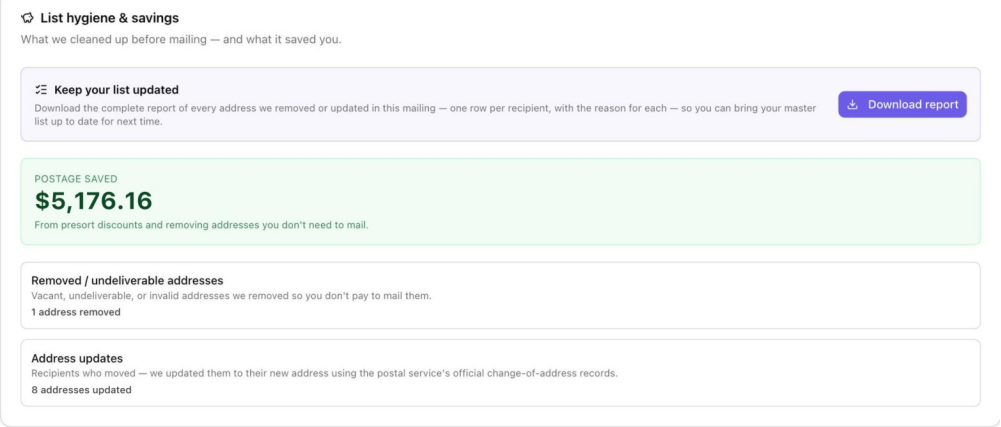
Deduplication
Duplicates are caught by name, address or business, so each recipient gets one copy and you don't pay for extras.

Your data & hygiene files, free
We send back every file: move updates, invalid addresses and deceased records, so you can update your customer list.

Move updates, 48 months back
We update people who moved in the last 48 months. Standard USPS First-Class updating only goes back 18.

Mail tracking with an interactive map
See where your mail was delivered, ZIP code by ZIP code, so you know it reached the people you meant it for.

Presort at bulk rates
We mail under our permits and handle the paperwork: almost half off First-Class postage on eligible mailings of 200 or more pieces.



Your free list hygiene report and savings, in your customer portal. Shown with an actual mailing; details changed for the customer's privacy.

ADDITIONAL SERVICES, PRICED SEPARATELY

Graphic design
Postcards and letter mailers designed for your brand and USPS rules.

Extended NCOA
A deeper National Change of Address lookup finds more people who moved.

Deceased suppression
Names of people who have passed away come off your list.

Digital marketing
Reach the same recipients on social media, Google and through geofencing.

Mailing list purchasing
By ZIP code, radius, age, income, homeowners and more.

Apartment append
Missing apartment and suite numbers added, so mail reaches the right door.

USPS Informed Delivery
Your mailer in color, plus a clickable ad, in recipients' daily USPS email.

Landing page design
A web page built for your mailer's offer, so every click lands somewhere.

Data hygiene
Your customer database cleaned of duplicates, bad addresses and errors.

Email & phone append
Email addresses and phone numbers added to the names on your list.

Variable QR codes
See when each recipient scans your mailer, and who.

Ask about any add-on:
775-829-7768

CUSTOMER PORTAL

Watch your mailing, every step of the way.

Delivery tracking is free on every mailing of 200 pieces or more.

Monitor your order

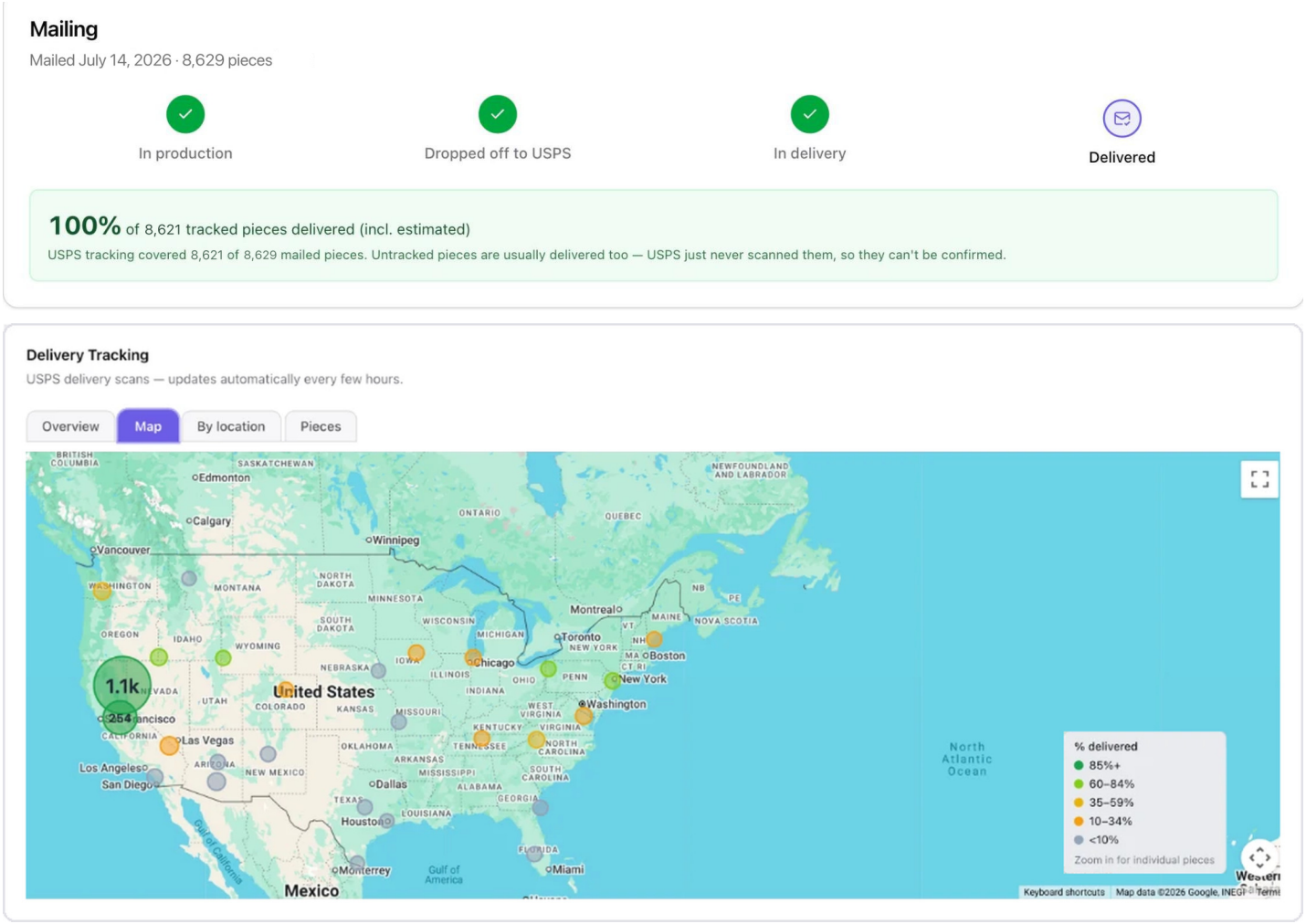
Follow your mailer from production to the post office to delivery.

Download your data files

Move updates, deceased and invalid addresses, ready to update your customer list.

See it reach mailboxes

Our interactive map shows exactly when your mailers reach mailboxes.



Our mail tracking, shown with actual mailings. Details changed or removed for our customers' privacy.

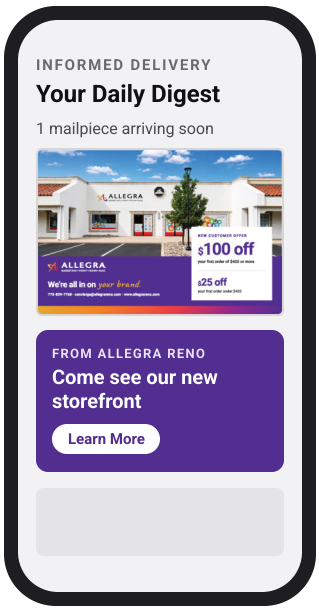
How we know it arrived

Every piece we mail carries a USPS Intelligent Mail barcode. USPS scans it as your mail moves through the system, and those scans feed your map, so you can be confident your mail is actually being delivered.

ADD-ONS · PRICED SEPARATELY

Make every mailer work harder.

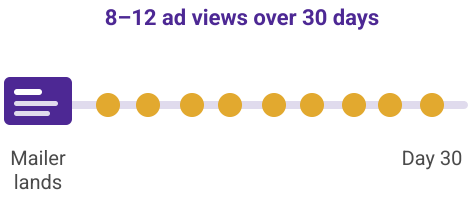
Add a digital touch, so people see your message more than once.



USPS Informed Delivery

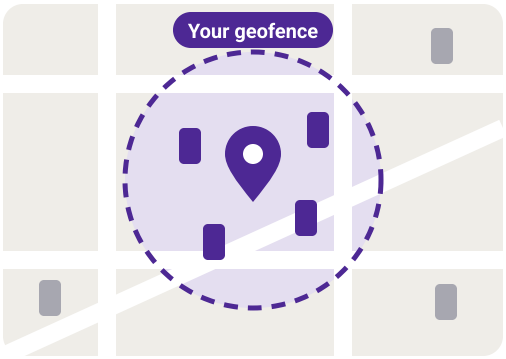
Millions of households get a daily email from USPS showing the mail on its way to them. We add a full-color image of your mailer and a clickable ad, so your message reaches their inbox before it reaches the mailbox.

Illustration of an Informed Delivery email, with one of our own postcards as the sample.



Digital marketing

We show your ad to the same people on your mailing list, on social media and Google, 8–12 times over 30 days starting when your mail lands. Add a landing page we design for your offer, so every click has somewhere to go.



Geofencing

Reach people by where they go. A geofence is a virtual boundary we draw around a place that matters to you.

1. We draw the fence around your location, an event, a trade show or a competitor.
2. Phones that enter it join your audience. No names or phone numbers are collected.
3. Those people see your ads on the apps and websites they use afterward.

Let's plan your next mailing →

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