



# thanks.io - Fully Automated Direct Mail

*The most cost effective marketing solution for your business.*

## At a glance

thanks.io is the leanest, most effective DIY-Marketing system that has everything you need to raise your bottom line. From E-Commerce to Relationship Management, thanks.io works.

## QR Metrics

The ever-ubiquitous QR Code is leveraged with maximum effectiveness in thanks.io, giving our clients an extremely easy tracking mechanism for converting mail into sales.



**15%**  
Average ROI %



**7%**  
Average Conversion %

## CHALLENGES



Traditionally, the prospect of a commitment to Direct Mail Marketing is enormous. With minimum purchase requirements, and contracts, there are absolutely no guarantees.

## SOLUTIONS



thanks.io is not only automated, totally on-demand. We give you easy access to Direct Mail 100% online, so you can do it from the comfort of your Home/Office. No contracts, no complications. Just click & send (or automate ;)).



**e-commerce**



**Customer Service**



**Relationship Management**

## TOP 3 BENEFITS



**1**

### Send From Any Software

Send mail from pretty much anywhere. Shopify, your website, Even a Google spreadsheet!

**2**

### Dynamic Data On All Mailings

Even though mail can be sent on autopilot, it can also be automatically tailored and personalized to each recipient.

**3**

### Complete Creative Control

You control the content of your mail. And unlike digital advertisements there are no restrictions on what content you can send in the mail.



Digital Direct Mail



www.thanks.io



Two Rivers, AK 99716



Made In The USA



Digital Direct Mail



www.thanks.io



Two Rivers, AK 99716



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## CLIENT SUCCESS STORIES

Our simple and effective world-class Business solution has many advocates. Here are a few of the things our Clients had to say about our services.

### SUCCESSFULLY AVOID ORDER CANCELLATIONS WHEN THE WORLD GOES INTO PANDEMIC-MODE

Starting a new company in the traveling industry in the middle of a global pandemic is no easy task. Starting a company in a pandemic with significant shipping delays without a single refund is impossible. I'm here to tell you how we made the impossible possible by proactively having the right systems in place.

My name is Gabriel le Roux, Co-founder & CEO of Whisker Bag. My co-founder and I started a side-hustle that turned out to be the business that is busy changing our lives. Whisker Bag builds meticulously handcrafted designer cat backpacks, but in reality, it is less of a bag and more of a home for your cat. The Whisker Bag was designed to be the ultimate cat carrier, spacious enough for a 20 lbs cat—compact enough to be airline cabin approved. With every curve gracefully crafted to elegantly invite your cat on a memory-making voyage, the Whisker Bag amalgamates perfectly into any cat lover's lifestyle.

After spending a year reading 4 hours a day, I read or listened to pretty much every marketing book I could get my hands on. Book after book, I realized a key factor to get any brand off the ground is having the right systems in place. As our products touch on the high-end consumer side of the market and one of my biggest concerns was cancellations from demanding customers. From what I've learned, the two critical determinants for customers to cancel orders are a lack of transparency and a lack of trust in a brand. Armed with the knowledge, we worked out a plan to proactively prepare ourselves.

One of the most significant storms we've encountered during this time was the major shipping delays in California, especially during the protests. My goal was first to be tactically preventative and, after that, focus energy on more meticulous problems. To keep demanding customers at peace, we build a well-written post-purchase email sequence of not one, not two, but eight emails to keep customers' at peace that their order will arrive soon.

Remember about the two acumens that cause cancellations? A lack of transparency and a lack of trust. Customers appreciated the transparency received from the emails, but I needed to make sure they knew they could trust us. At this point, the handwritten postcards came into play.

After every purchase, we send out a personalized postcard with a handwritten look through Thanks.io. The postcards usually arrive within 2-5 days. This furnishes an edge of trust on top of the transparency. The postcard builds so much excitement around the product that we receive a mountain of exhilarating emails from happy customers who were stunned by how personalized their shopping experience is. At Whisker Bag, our customers are a close-knit community of unquestionable cat lovers; thus, we use our primary postcard as a tool to welcome them to the Whisker family.

A wonderful characteristic of cat enthusiasts is how much they love their furballs. Sometimes paw parents ask for advice such as which color bag we recommend for their kitty by sending a pic along. Having a picture of their cat, we usually send a secondary postcard complimenting their cat; now, this is where it becomes really special. I get personal thank you letters, posts on social media, and even phone calls to thank us for the special momento. We try and keep the design clean. This way, it puts all emphasis on the most important element—their beautiful cats. This card is not just a lovely way to remember Whisker Bag, but I've heard customers say that they've always wanted to frame a photo of their cat but never got the time to print a picture. The postcard can easily fit into most photo frames and look great on any cat lady's fridge.

From our experience, sending postcards is the perfect way to avoid order cancellations and a great way to start a beautiful relationship with our customers. A handwritten feel fits perfectly with the authenticity of our brand. Every customer I've encountered truly believes the cards are handwritten. Thanks.io has given us the tools we need to stand out and differentiate ourselves from the competitors.

At Whisker Bag, excellent customer experience is everything to us. I see many brands only focus on good online experiences, which usually lead to high expectations and, ultimately, great disappointments. Online and offline experiences need to match. Thanks.io has played a crucial role in the development of our brand.

Here are five hacks we found to be highly effective when designing postcards:

1. Be personal and intimate. Use "I" instead of "we".
2. You know what your audience can relate to; use it to your advantage in the design.
3. Keep it short. Say one thing, and it makes an impact; say three things, and no one will remember it.
4. Stick to your brand's voice.

I am not generally a fanboy of brands, but Thanks.io is an incredible company. Excellent service, great people, and a partner we trust dearly. Thanks.io has taken something as traditional as sending letters and combined it with user-friendly technology. What a great combination. It's simple, effective and helps us build relationships like never before.

By Gabriel le Roux 07/13/2020

WHISKERBAG.COM