



# DM Trend #1

## Micro-Selects WITH AUDIENCE PROPENSITIES

### What Makes it Hot?

As more information on individuals becomes available, marketers are looking to leverage this to target very specific groups of consumers.

### Why Use It?

The trend toward more targeted mailings allows for better ROI, which leads to more frequent mailings.



**Over 3,500  
to Choose From**

**5**

**Hottest Trends**  
in direct mail