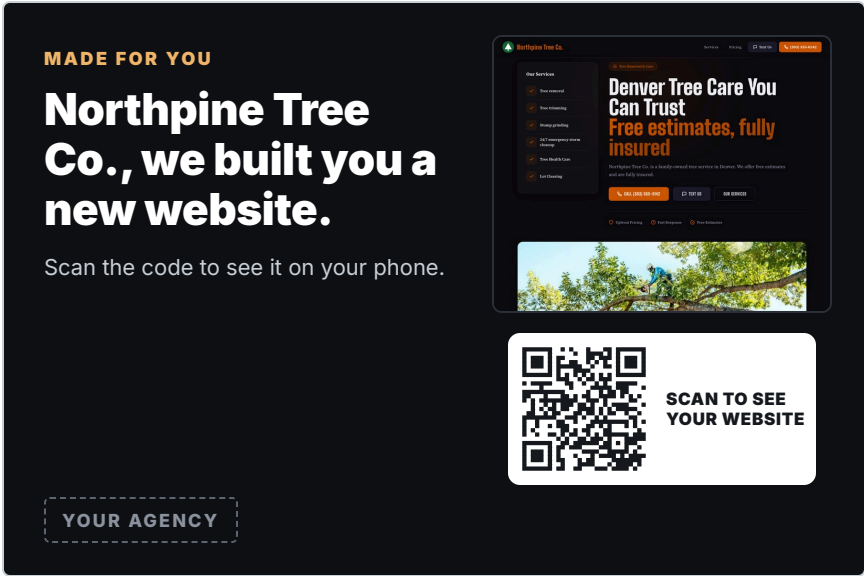


CASE STUDY · DIRECT MAIL AUTOMATION

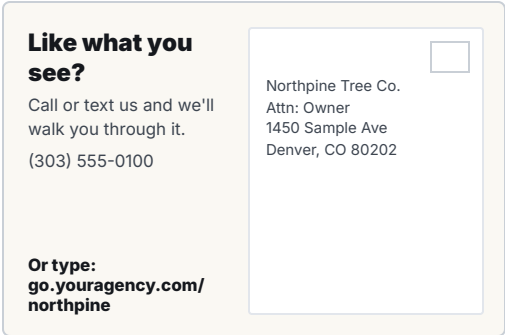
A postcard that shows each business its own new website.

Every card carries a picture of a website **already built for that exact business**, and a QR code that opens it. The cards are made, checked and mailed by code — and when someone scans one, I get a text within minutes, while they're still looking.

FRONT



BACK



SAMPLE Made-up business, neutral design. Real cards carry the agency's own brand, and the address panel is printed by the mail service.

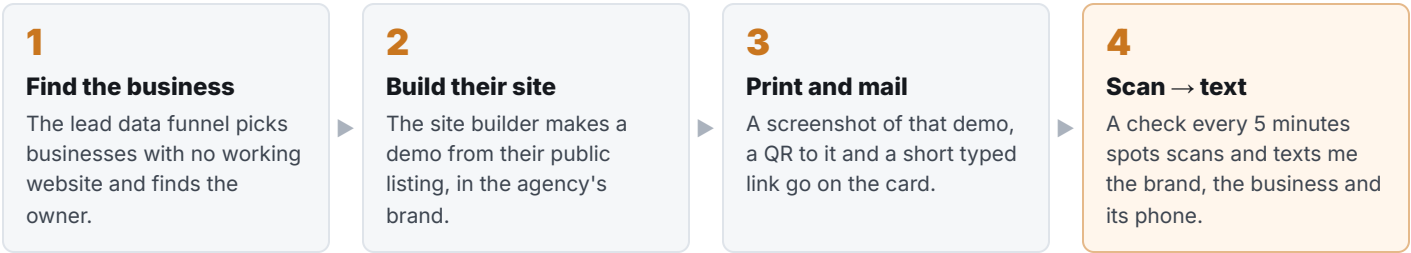
THE SLOW WAY

A generic mailer says "we build websites" and hopes. The owner has to imagine the result, go to a website, and fill in a form — and nobody knows who looked, or when.

WHAT CHANGES

The owner holds a picture of **their own** business's new site and opens it with one scan. Each card has its own code, so a scan says exactly which business is looking — and the call can happen that same afternoon.

HOW IT WORKS



WHAT KEEPS IT RIGHT

✓ Right picture, right brand

A card can't be made without a screenshot of that business's own demo, taken from the right agency's version of it. Either problem stops the card instead of printing something that looks fine and is wrong.

✓ Links can't cross brands

Each agency gets its own link service, so a typed code can only ever open that agency's demos. Tested with 25 codes each way: none crossed.

✓ Never mailed twice

Every mailed card is recorded and left out of later batches. Proofs come back from a test account first, and the printed link is checked for a readable type size.

THE TEXT I GET

TEXT MESSAGE · SAMPLE

SCAN: Northpine Tree Co. just looked at their site -- (303) 555-0142. Sample Agency lead. Call now -- they are on the page.

- **Tracked to the door.** Each card is followed through the post office's own scans, so "did it arrive?" has an answer.
- **Bad addresses surface.** Cards that come back undeliverable are named, and a high return rate is flagged as a list problem, not bad luck.
- **A control card in every batch** comes to me, so I see exactly what they got — and my own scans of it never set off an alert.

BY THE NUMBERS

576

personalized cards mailed,
July – October 2026

423

in one white-label run for
two agencies

<\$1

per card, printed and
mailed (\$0.985)

5 min

between scan checks, all
day

BUILT TO RUN WHITE-LABEL

The two agencies' cards went out in each agency's own name, colors and wording, from the same system. Their prospects only ever see the agency — the demo sites, the link service and the card all carry its brand, and the leads are theirs.

WHERE THE SAME IDEA FITS

Agencies

A campaign that shows prospects their own new site — under your brand, built and mailed for you.

Service businesses

Bring past customers back with a card made for each of them, and know who scanned it.

Any mailer

Each card gets its own code, so you learn who responded instead of guessing.

Built with Python · headless Chrome (screenshots and print layout) · Lob print-and-mail API · Netlify (demo sites and link service) · SMS alerts.

Want a mailer that shows each prospect what you'd build them?

I build personalized direct-mail campaigns end to end, white-label for agencies.

linkedin.com/in/julianholien