



Direct Mail + Digital Delivers Better Engagement

Direct mail delivers the right message to the right person at the right time...at their door.

PFL automates direct mail from Salesforce Marketing Cloud. This native integration allows SFMC customers to build direct mail in their customer journey as a message type in Journey Builder. It's as easy as inserting an email into a campaign.

Why Marketing Cloud customers benefit from direct mail



Improved engagement

Digital overload is real. Every day, consumers and professionals alike are getting hit with more and more digital messages. Direct mail delivers a customer's brand right into the hands of their target audience. Literally!



Automated personalization

Automating direct mail allows customers to pull information from their contact profiles. This allows for extremely personalized content. A key to engagement!



Optimized print spend

No more offline printing and sending. Only contacts that are part of the journey will be sent direct mail. This targeted approach built on intent signals means you send the right message to the right person at the right time.

Marketers don't have a **reach** challenge,
they have an **engagement** challenge

Why work with PFL as a partner



You earn a commission check
when PFL closes an opportunity
with your customers



15% ARR
quota reduction



Ability to help you land new
deals and expand business
with current customers



Need something new to talk
about? Use us as a door opener
for re-engaging customers and
prospects

**Experience the
PFL difference
for yourself.**



Create Integrated, Orchestrated, Impactful Experiences at Scale



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