



# RRD Launches Solution to Bring Digital Speed and Data-Driven Accuracy to Direct Mail Testing

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CHICAGO--(BUSINESS WIRE)-- **R.R. Donnelley & Sons Company** (RRD) (NYSE:RRD), a leading global provider of multichannel solutions for marketing and business communications, today announced the launch of Acuity by RRD™, a predictive testing program that enables marketers to predict direct mail performance and validate campaigns pre-production, at a fraction of the price and time. As an alternative to traditional in-market direct mail testing, Acuity by RRD provides virtual testing and forecasting to identify the best-performing direct mail concepts. This enables marketers to understand projected response rates before investing time and money in a large-scale campaign.

Marketers today need to base more decisions on data-driven analysis. Acuity by RRD's proven approach answers those needs to deliver:

- **Cost reduction** – by identifying the best-perceived offer, thus eliminating production costs spent on underperforming mail pieces
- **Reduced time to results** – by determining the creative execution that will generate the best return in as little as four weeks
- **Enhanced targeting** – by evaluating creative variables based on mail sorting and response behavior, combined with demographic and attitudinal data
- **Dynamic testing** – by evaluating multiple features against alternatives within a controlled environment

“We launched the Acuity by RRD program to help our clients better interact with their customers and to drive maximum return from their marketing spend,” said Doug Ryan, President of RRD Marketing Solutions. “The cost and time savings alone make Acuity by RRD one of the most uniquely positioned products in the market. The tool allows marketers to validate the performance of direct campaigns with relevant audiences, and gain better and faster insights about what’s driving performance. With Acuity by RRD, clients can elevate their direct mail performance results as soon as four to six weeks while reducing design and mailing costs and boosting response rates through improved targeting.”

For more information about Acuity by RRD, please visit [ms.rrd.com/acuity](https://ms.rrd.com/acuity).

## About RRD

RRD is a leading global provider of multichannel business communications services and marketing solutions. With more than 50,000 customers and 43,000 employees across 34 countries, RRD offers the industry’s most comprehensive offering of solutions designed to help companies—from Main Street to Wall Street—optimize customer engagement and streamline business operations across the complete customer journey. RRD offers a comprehensive portfolio of capabilities, experience and scale that enables organizations around the world to create, manage, deliver, and optimize their marketing and business communications strategies. For more information about RRD, visit our website at [rrd.com](https://rrd.com).

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Media Contact:

Affect for RRD

Mark LoCastro

[mlocastro@affect.com](mailto:mlocastro@affect.com)

347-493-0108

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