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## Direct Mail Company Sends Coupons via CD



A direct marketer based in Portland, Oregon, is working with clients to send direct mail pieces in CD form, so that consumers can then print coupons from their own computer. The company, SaverCD, LLC, has been testing the format for 18 months, and

plans to begin national distribution in early 2008.

SaverCD, which cuts down on mailing costs and paper consumption, has worked with such advertisers as AllRecipes.com, Bally Total Fitness, Chuck E. Cheese's, Enterprise Rent-A-Car, GoodYear, Papa John's Pizza and Pizza Hut, **writes** MediaPost.

The saver is sent quarterly.

Interestingly (but perhaps not surprisingly) advertisers who use SaverCD have seen some increases in site traffic in addition to the redemption of coupons in person. About 8 percent of households that receive the mailing went online to conduct research about the products, according to the company.

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