

Streamworks Test Lab™

Faster, Smarter Direct Mail Testing Built into Production at No Additional Cost

Traditional direct mail testing can be expensive, time consuming, and operationally difficult to implement. Streamworks Test Lab™ was built to remove the following barriers:

- **Separate Production Setups**
- **Additional Scheduling**
- **Extra Postage Planning**
- **Standalone A/B Test Campaigns**
- **Higher Testing Costs**

Using variable data printing, intelligent production workflows, and inline personalization capabilities, participating clients can test targeted campaign variations directly within a live production run, often without additional testing costs.

Included at No Additional Cost for Test Lab™ Participants

Streamworks Test Lab™ is a collaborative testing program designed for clients focused on continuous campaign improvement. Participating clients gain access to structured inline testing opportunities supported by Streamworks at no additional testing cost when incorporated into an existing mailing program.

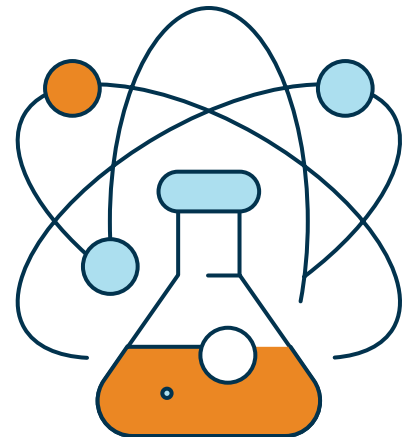
Because Many Test Variations are Produced Dynamically Within the Normal Production Workflow, They Often Do Not Require:

- Additional Press Setups
- Separate Inserting Runs
- Additional Package Versions
- Separate Production Scheduling
- Changes to Postage Weight

In Exchange, Participating Clients Agree to:

- Implement Campaign Tracking
- Share Campaign Performance Results
- Provide Visibility into Both Successful & Unsuccessful Tests

This collaborative approach allows Streamworks to continue building a growing bank of real-world response insights and direct mail best practices that help shape stronger future campaigns.



What Can Be Tested?

When package components maintain the same overall weight and postal characteristics, alternate insert strategies can be tested within the same production workflow without requiring separate mailings or additional postage expense.

Letter Testing

- Headlines
- Introductory Copy
- Calls-to-Action
- Personalized Messaging
- Variable Images
- QR Code Placement
- Signature Styles
- Offer Presentation

Envelope Testing

- Teaser Copy
- Personalized Messaging
- Indicia Placement or Design
- QR Code Placement
- Logo Treatments
- Outer Envelope Messaging
- Headline Variations

Insert & Component Testing

- Alternate Insert Versions
- Reply Device Variations
- Offer-Specific Insert Versions

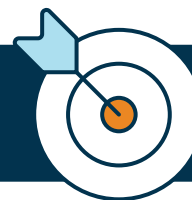
Built Around Continuous Learning

Streamworks Test Lab™ is designed to do more than improve a single campaign. By partnering with participating clients and measuring real-world campaign performance, Streamworks continues building a growing library of response insights based on actual testing results, not assumptions or generic industry benchmarks. Both successful and unsuccessful tests contribute valuable learning.

Over Time, These Insights Help Support:

- Smarter Campaign Strategies
- Stronger Creative Decisions
- Faster Optimization
- More Informed Testing Recommendations

Test More Often. Learn Faster. Improve Response Over Time.



Want to Become Part of Streamworks Test Lab™?

Join a growing group of marketers using real-world testing and response insights to improve campaign performance over time. Contact Streamworks today to learn how your organization can participate in the Streamworks Test Lab™ program.



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