Working Together Inserts and Onserts





The open rate of transactional documents like customer bills

20%

The open rate of email marketing campaigns



With so many eyes on your customer bills, inserts and onserts are two very effective tools to get your messages in the hands of customers.

What is an insert?

Any additional piece of mail placed in an envelope, along with the transaction document.



Inserts are often used to communicate information on promotions, rebate programs, community events, energy-saving tips, and more.

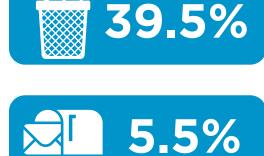
Unfortunately, inserts aren't always viewed.



and the inserts

opening their bill

review both the bill

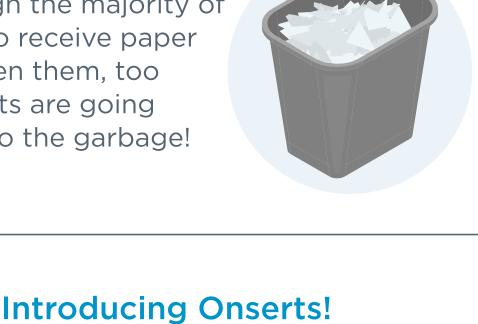


don't open their bill at all

discard the inserts after

people who receive paper bills do open them, too many inserts are going straight into the garbage!

Even though the majority of



information as inserts but instead of being included inside

Onserts convey similar



ONSERT

NSERT

INVOICE

a consumer's bill envelope as a "bill stuffer", it's printed on the pages that follow the bill. Why Onserts?

both print bills and e-bills

or extra production time

Inserts

No inventory headaches

They work seamlessly with



Onserts

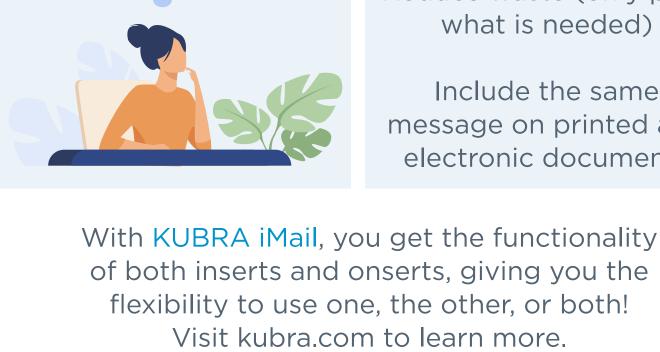
turnaround

No time to procure

physical inventory

Detailed product Personalized content information or promotions Self-serve, quick

Graphic-heavy content



Reduce waste (only print

what is needed)

Include the same

message on printed and electronic documents

of both inserts and onserts, giving you the flexibility to use one, the other, or both! Visit kubra.com to learn more.



www.KUBRA.com

Sources:

- KUBRA 2021 Customer Experience Report:
- The Billing and Payment Edition. KUBRA Utility Bill Design Report.