

Working Together Inserts and Onserts



94%

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.

55%

review both the bill and the inserts

39.5%

discard the inserts after opening their bill

5.5%

don't open their bill at all

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



Introducing Onserts!



Onserts convey similar information as inserts but instead of being included inside a consumer's bill envelope as a "bill stuffer", it's printed on the pages that follow the bill.

Why Onserts?

- Bills don't get trashed
- They work seamlessly with both print bills and e-bills
- No inventory headaches or extra production time



When To Use Inserts, and When To Use Onserts

Inserts

Detailed product information or promotions

Graphic-heavy content



Onserts

Personalized content

Self-serve, quick turnaround

No time to procure physical inventory

Reduce waste (only print what is needed)

Include the same message on printed and electronic documents

With **KUBRA iMail**, you get the functionality 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.