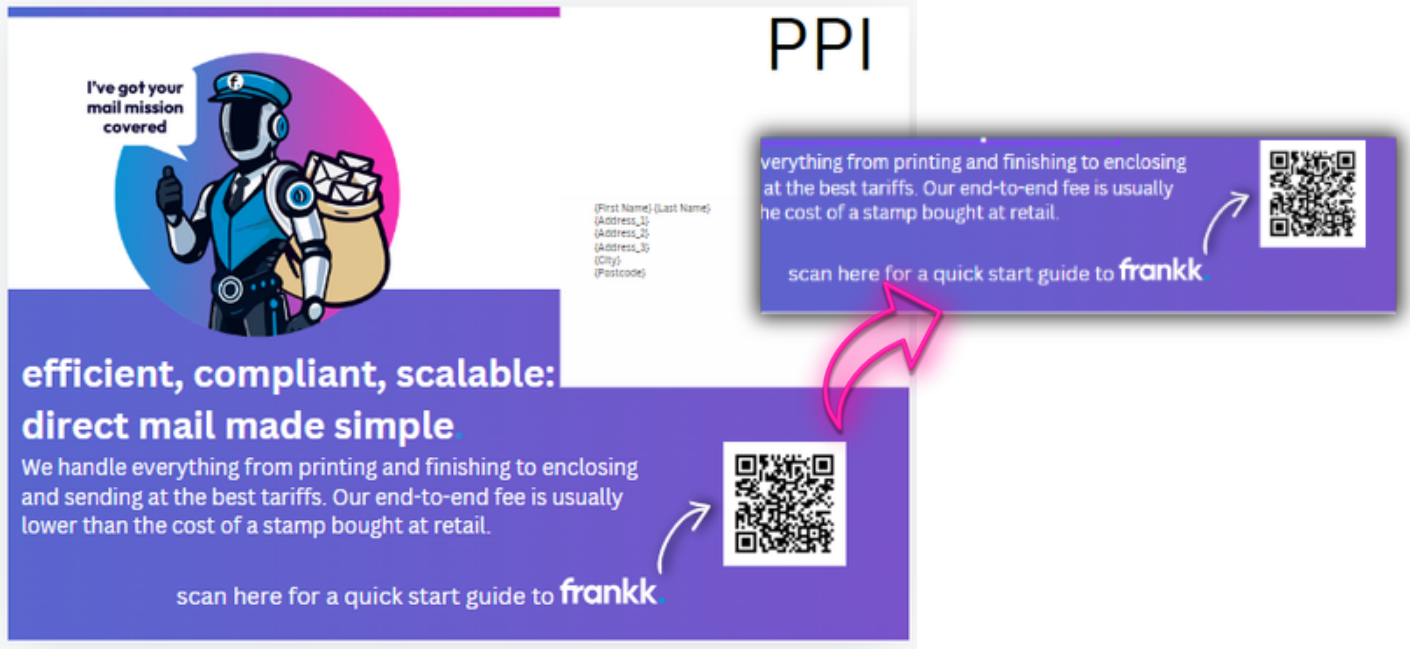
Creating and Customising Mailing Templates

Preparing your artwork ready for upload helps to shorten the process of setting up your campaign even more.

So you have your design completed and ready to send out but there are a few things to consider prior to uploading. To ensure a successful campaign you need to make sure your artwork is giving all the information you want it to, if you are trying to re-engage people, is there an offer to bring them back?, is this offer clear within your artwork? and how are you planning on tracking this, is this through a QR Code or Discount Code and are they specific to your campaign.

Top Tip: adding a QR code to your artwork gives a clear “call to action” for your mailing and allows you to track the success better.

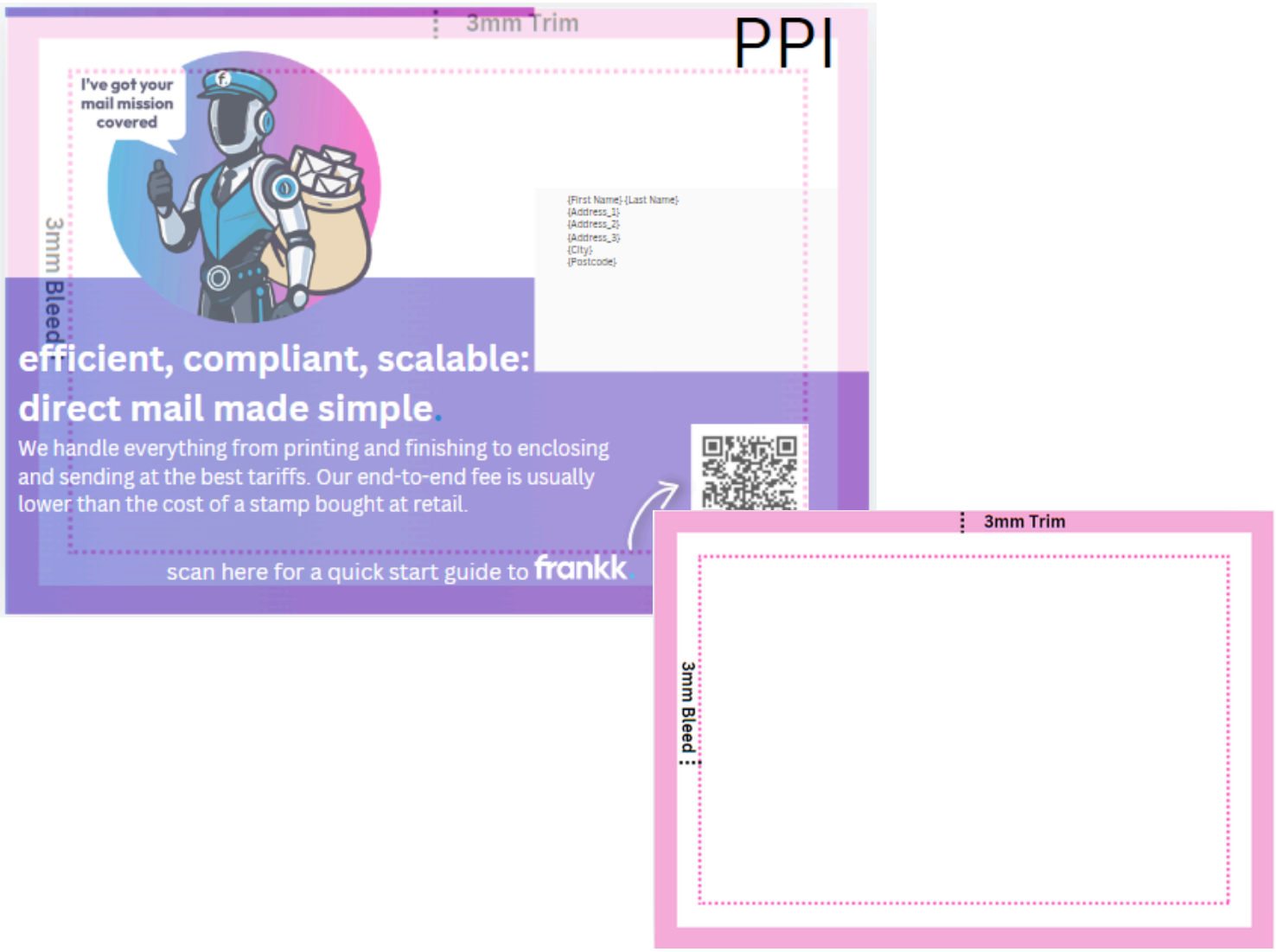


It is one thing adding the QR Code or Discount Code to personalise your mailing but you also need to make sure that these are all set up and ready to go in time for your mailing to land!

Once you are happy with how your mailing is looking and that all the background work is done to ensure your mailing is doing what it needs to do, the final step is making sure your artwork fits the print guidelines. As we want to make sure your artwork looks exactly as you expect it, we print slightly larger than the A4, A5 or A6 size to bring your artwork right to the edge!

Top Tip: You can add Trim and Bleed in most designer tools, by selecting “Page Size” or saving as “Print Ready Artwork” and selecting a Trim and Bleed of 6mm.

To help us do this, you need to ensure you are adding a 6mm trim and bleed around the entire edge. Extending any colours into this bleed zone but also keeping all the important information out of the cut zone.



We don’t need you to add cutmarks as we do all this bit ourselves, adding the trim and bleed lets us know what you are counting as essential information for your artwork and gives us room to trim the mailing to size!

Once you are happy with your artwork it is now ready to be uploaded to the platform!