Our recommended best-practice buffer between the mail send date and the creative expiration date for First-Class mail across all products.

- **30 days**: Spread the Holiday Cheer Early
  - During the holidays, you want to spread the word about sales as early as possible to get people interested.
  - The ideal timing for specific, shorter promotions and sale periods.

- **14 days**: Be Merry and Bright, and Get The Timing Right
  - The last direct mail send is usually two weeks before the sale ends.
  - This is also when you should switch to a holiday creative or turn it off depending on whether you are promoting an evergreen product.
  - The time you should give consumers to act on their direct mail offer.

- **10 days**: Ring Those Bells (and Those Cash Registers)
  - When timing in-home is essential, we recommend always running First-Class mail for any product.

- **2 to 7 days**: Sleigh the Sale Through the Mail
  - Maintain brand presence this holiday season with these additional tips.

- **6 to 11 days**: Match Creatives to Different Audience Segments in Different Phases of the Buyer Journey and Prepare to Scale During the Holiday Rush
  - You can run more customer retention and lifecycle campaigns to show your most loyal shoppers you care.

- **1 to 5 days**: Programmatic Direct Mail for Outstanding Holiday Marketing Results, Get in Touch Today
  - Programmatic Direct Mail can help you engage those in-market to buy from you where they start most of their holiday shopping: at home.

The holiday season always sneaks up quickly. It’s between movements, and diners are ready to order. Good timing is essential, and it requires the right tools. For this reason, we recommend using Programmatic Direct Mail to spread the word about sales to your audiences. Operating your campaigns with Programmatic Direct Mail is the key to reaching your most-likely customers, no matter their stage of the buyer journey. With Programmatic Direct Mail, you can engage shoppers in-market and ensure that your message makes the most impact.

**The key to engaging shoppers in-market for the holiday season is to stand out.**

PebblePost can help you put the perfect bow on your seasonal campaigns, if you’re ready to step up.

**Programmatic Direct Mail for outstanding holiday marketing results, get in touch today.**