



# Dynamic direct mail made easy for DTC

Drew Sanocki  
drew@postpilot.com

**Hey, Ingrid!**  
**Thanks for being a VIP Customer!**

It means a lot to us. For real.  
To show our gratitude, enjoy 20% off  
your next purchase. Just use the  
code **POST20**. It's on us!  
[www.longshotnat.com](http://www.longshotnat.com)

**LONGSHOT**  
NATURAL SUPPLEMENTS



**LONGSHOT** | NATURAL SUPPLEMENTS

Dear Adam  
I appreciate you being a loyal Longshot  
customer in 2021 and would like to wish  
you and your family Happy Holidays and  
all the best for the New Year. We're so  
thankful to have you as a supporter of  
our brand and mission. We're also  
forward to continuing to grow with you.

Best regards,  
Kyle Johnson  
Chief Executive

(202

**COME  
BACK!**

Hello, Julia, long time no see!

You haven't been here for a second,  
so we brought a little gift:  
use code **ASTRO20** for 20% off  
any of our products.

Go Keto with FlyGirl.

**20%  
OFF**  
ONLY FOR YOU



# Summary

PostPilot is raising \$1.5mn to further grow its direct mail marketing automation platform.

 **Raising  
\$1,500,000**

Company is break-even.  
Raising to accelerate hiring, feature development, and content marketing.

 **Competitive  
Advantage**

The only vertically-integrated direct mail platform designed for ecommerce & DTC.  
Like Klaviyo for direct mail.

 **Loved by  
Larger Stores**

100 + active \$1mn+  
revenue Shopify stores

 **Significant  
Traction (2021)**

- ✓ Introduced subscriptions
- ✓ \$1.54mn revenue (up 296% YoY)
- ✓ \$3.2mn pace in Q4

# Direct mail works...

In a world of digital overload, customers respond to tangible brand connections.



## Power of surprise and delight

On average, 6% of our cards convert, which is a higher conversion rate than FB ads or email, and often costs less than a click.



## It's a blue ocean for DTC

Most ecommerce brands have never tried direct mail and yet most of their existing customers aren't hearing from them: they don't open their emails or see their ads.



## Its time has come

2021 iOS updates have reduced efficacy of ad platforms and email relative to direct mail, priming marketers to seek alternatives.



Kurt Elster  
@kurtinc

Who's using direct mail? Every time I hear from a brand running direct mail campaigns, it's that they're converting better than FB ads and email.

8:07 AM · Feb 10, 2022 · Buffer

**DID YOU FORGET SOMETHING?**  
*Don't worry, Julia - we gotcha!*

Still thinking about the goodies in your cart? Use the code below and get **20% OFF** to complete your purchase.

**ASTRO20**

**20% OFF ONLY FOR YOU**

ASTRO FLYGIRL

The image shows a woman in athletic wear holding a water bottle and a yoga mat. The editor interface includes a text toolbar at the top and a left-hand sidebar with various editing tools.

### Select your recipients

- DIY**  
Create a customer segment **Build**
- Re-Engagement**  
Win back customers who haven't purchased in... **Build**
- Best Customers**  
Reward customers who spend or order more... **Build**
- ...** **Build**

**Filters** **Add Filter**

- Number of orders **▼**
- is greater than (ex: 5) **▼**

**Sales Generated**  
Total sales from recipient orders  
**\$38,932.92**

**Return on Investment**  
Sales generated / cost of the campaign  
**2630.97%**

**Conversion Rate**  
Orders received from recipients / number of recipients  
**20.9%**

# Business Model

PostPilot is a SAAS product with a large usage-based component. We charge a monthly recurring platform fee plus a cost per card sent. All paid plans include free design and campaign management services.

**Free**

**Free**

For customers just starting out;  
\$0.89/card all-in

**Growth Plan**

**\$99/month**

Best for 100-1000 cards/month;  
From \$0.69/card all-in;  
\$2K MRR in Q4 2021  
+  
Avg. \$0.5k/month in usage fees

**Pro Plan**

**\$399/month**

Best for 1000+ cards/month;  
From \$0.49/card all-in;  
\$15K MRR in Q4 2021  
+  
Avg. \$2k/month in usage fees

**Enterprise\***

**Varies**

High volume, negotiated rates;  
\$2K MRR in Q4 2021\*  
+  
Avg. \$9K/month in usage fees

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Best regards,  
Kyle Johnson  
Chief Executive Officer

(202) 555-0114 | [www.longshotnat.com](http://www.longshotnat.com)

In March 2021, we launched robotic handwriting. This allows for increased differentiation and a premium upsell across all plans.

# Handwritten Cards

Active live Shopify stores in the USA growing at 58% YoY in 2021

**840,268**

 **\$0.5bn**

GMV of all Shopify stores that actively use PostPilot

 **\$500mn**

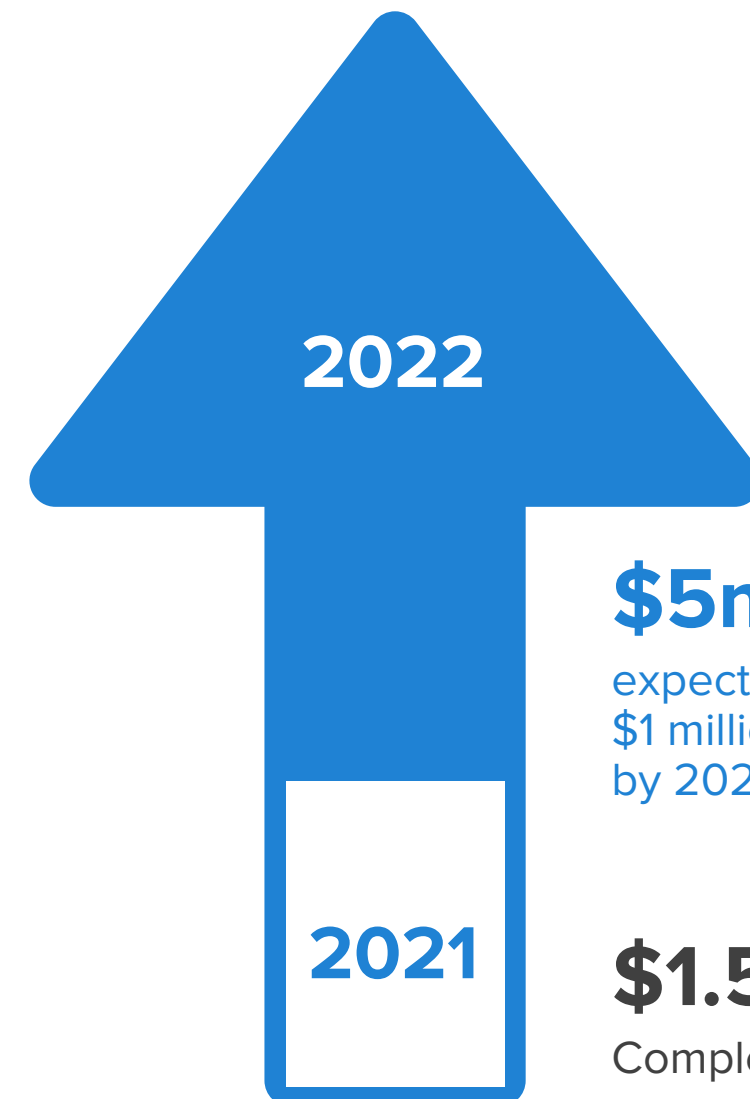
Annual revenue if we capture 5% of the USA Shopify market at \$1031 monthly ARPU\*

Sources: StoreLeads web crawler 2021  
\*Historical ARPU for 2021 when offering was limited

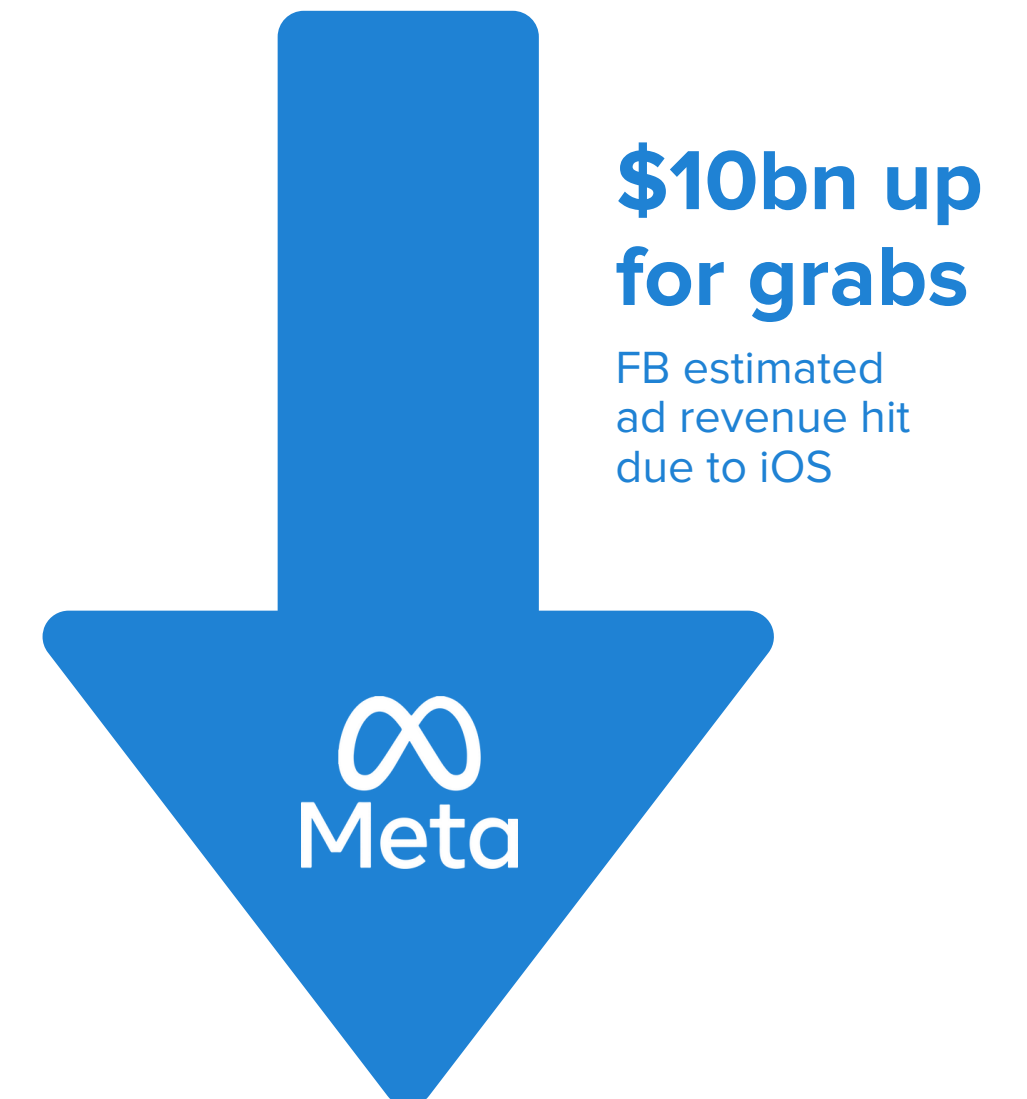
# The market

Three ways to cut it

Bottom up



Top down



# Competition

Segmentation and automation. Campaigns like abandoned carts and win-backs.  
Real-time ROI reporting. Our focus on the needs of ecommerce marketers is unique.

## Our competitive advantages



Run by ecommerce veterans



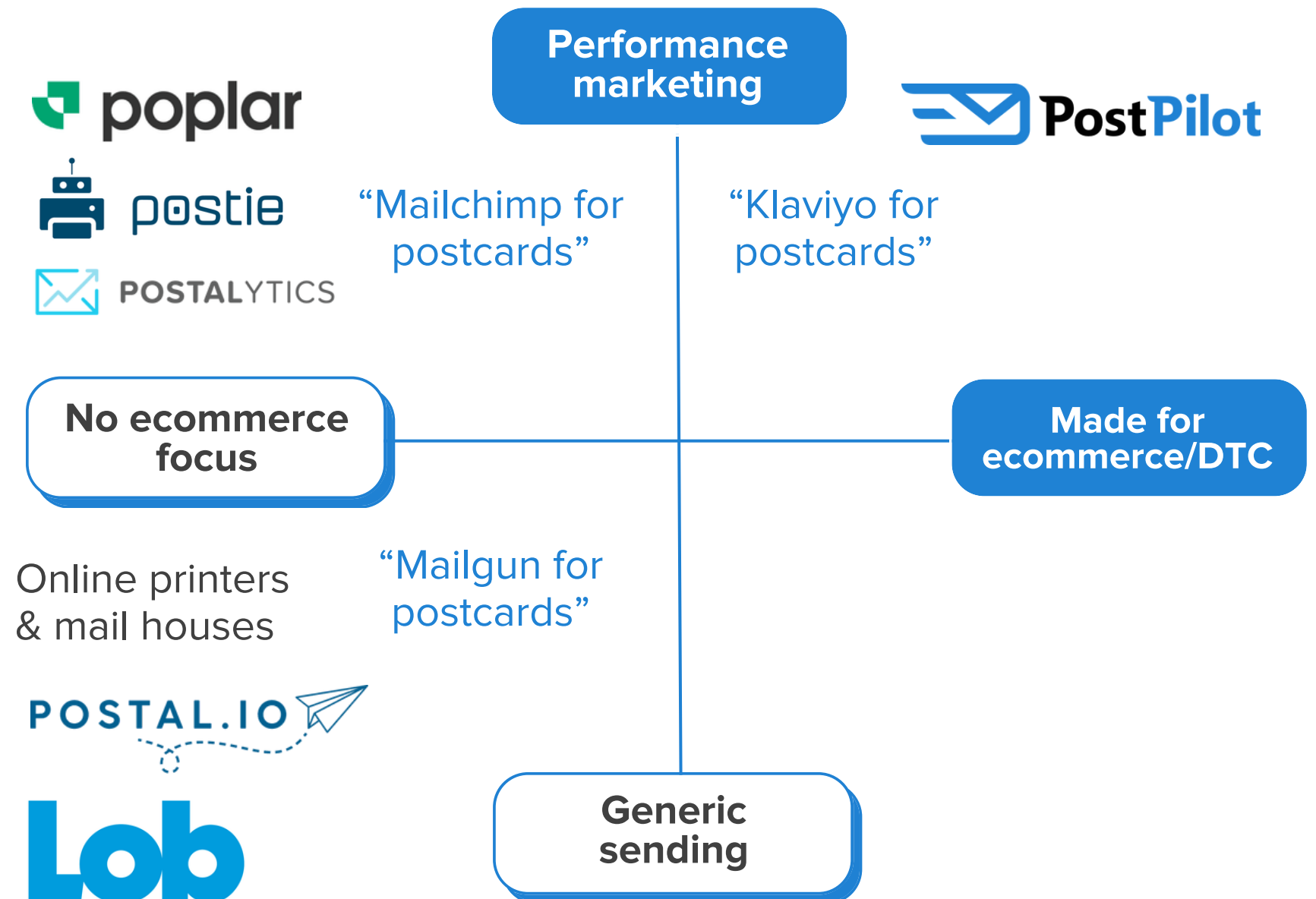
Captive audience: "Investor syndicate" of top ecommerce influencers



Focused on needs of ecommerce marketers (ROI reporting, LTV campaigns, single-use coupon codes, cart integrations)



Long term moat in data aggregation for ecom benchmarking, behavioral triggers





Net volume from sales ⓘ

\$1.81M



Spend per customer ⓘ

\$3,671.85



# Traction

Before 2021, PostPilot had a usage-based model only. In 2021 we switched to usage + SAAS. Below are results as of end-of-year 2021 unless otherwise noted.

**\$1.54mn**

Revenues in 2021

**\$3.2mn**

Annualized run rate  
based on Q4 numbers

**%**

Gross margin

The lower gross margin  
somewhat insulates the  
business from competition  
from bigger email / SMS  
SAAS

**\$1031**

monthly ARPU

**87.3% / 92.2%**

Monthly GDR / NDR,  
improving over time

Gross margin will improve  
with volume, full vertical  
integration, and addition of  
high-margin add-ons  
(handwriting, catalogs)

# The team

We are veteran operators who know ecommerce, SAAS, and direct mail. Combined, we have run \$1B+ in revenue over 20+ years.



**Drew Sanocki**  
Chairman

- CEO Axle Holdings (9-figure ecom)
- CMO Teamwork (8-figure SAAS)
- Harvard, Stanford GSB, US Navy



**Matt Bertino**  
CRO

- Family business was printing; used knowledge to bootstrap PostPilot
- Experienced in javascript, ruby on rails



**Michael Epstein**  
CTO

- CMO Axle Holdings (9-figure ecom)
- Led growth, built scalable leadgen processes for multiple 8-figure SAAS



**Daan Harmsen**  
CEO

- Startup founder and CEO
- Harvard University

# Influencer Syndicate

The top online ecommerce influencers are all investing in PostPilot. They are pushing it as an exclusive partner to their audiences.



## Steve Chou

Top 5 ecommerce blog

- “Postcard Marketing - Does direct mail work?” →



## Ezra Firestone

Top ecommerce mastermind

- “My PostPilot Review” →



## Jeremy Horowitz

Messenger Mastermind Podcast  
Top ranked ecommerce podcast



## Andrew Youderian

#1 ranked ecommerce community

- “Postcard Marketing for Ecommerce” →



## Austin Brawner

Top ranked ecommerce podcast

- “What’s Working in 2022” →



## Michael Jackness

Top ranked ecommerce podcast

- “Whales and Minnows” →



## Kurt Elster

#1 ranked Shopify podcast

- “Differentiate or Die” →



**ENDORSED**

**1 million +**

Total email subscribers

**#**

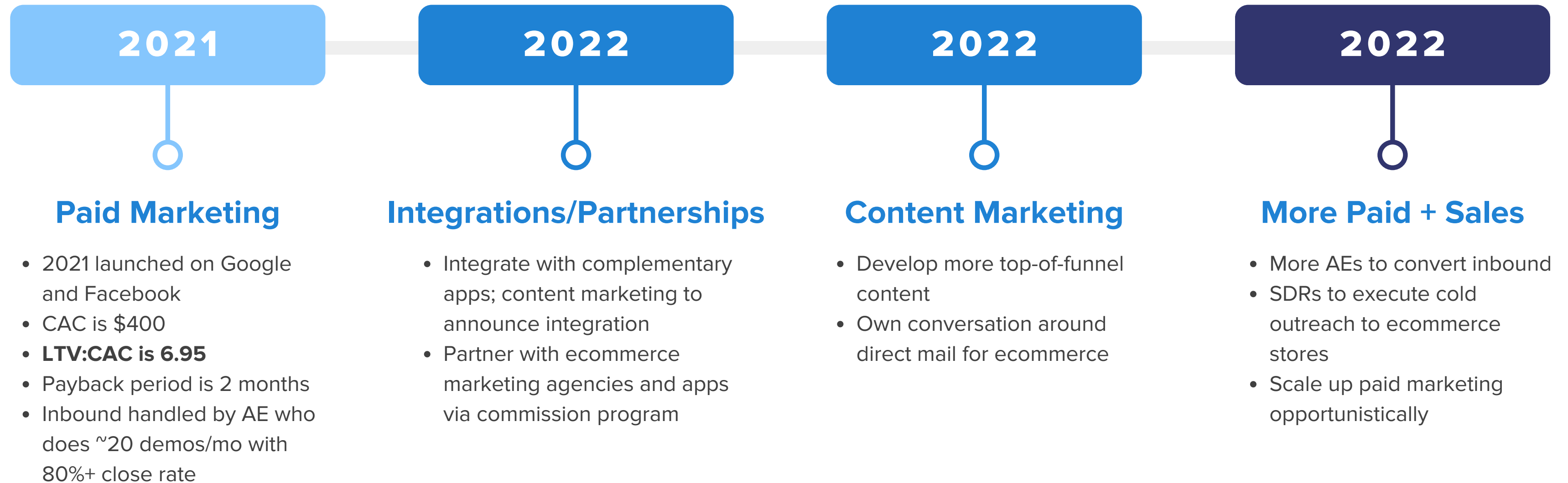
Collective podcast downloads

**1**

Preferred direct mail app

# Customer Acquisition

Paid marketing grew the business in 2021. In 2022, we will add additional marketing channels and put in place an outbound sales team.

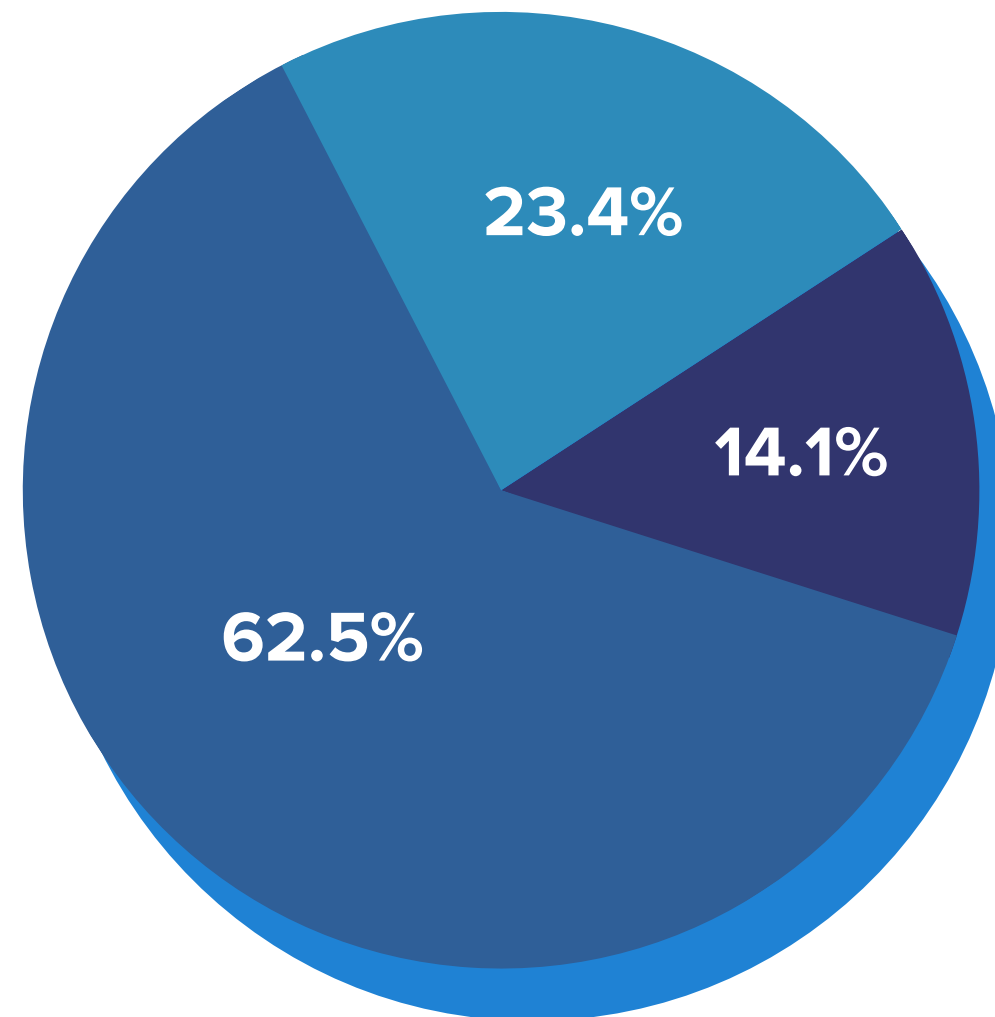


# The Ask

We are raising a \$1.5mn SAFE with a post-money cap of \$15mn. This will get PostPilot to a \$1M monthly run rate (usage + MRR) by end of 2022.

## Sales & Marketing

- Hire sales team
- Build content marketing program
- Increase advertising reach
- Secure product & agency partnerships



## Product Development

Hire additional developers focused accelerating our product roadmap:

- Integrations
- Complete vertical integration of production
- Enhanced prospecting capabilities
- Scalable infrastructure

## Scale

- Purchase production equipment to scale capacity and increase margin
- Hire customer support to service increasing demand



**Direct mail made easy for DTC**

✉ [drew@postpilot.com](mailto:drew@postpilot.com)

🌐 [postpilot.com](https://postpilot.com)