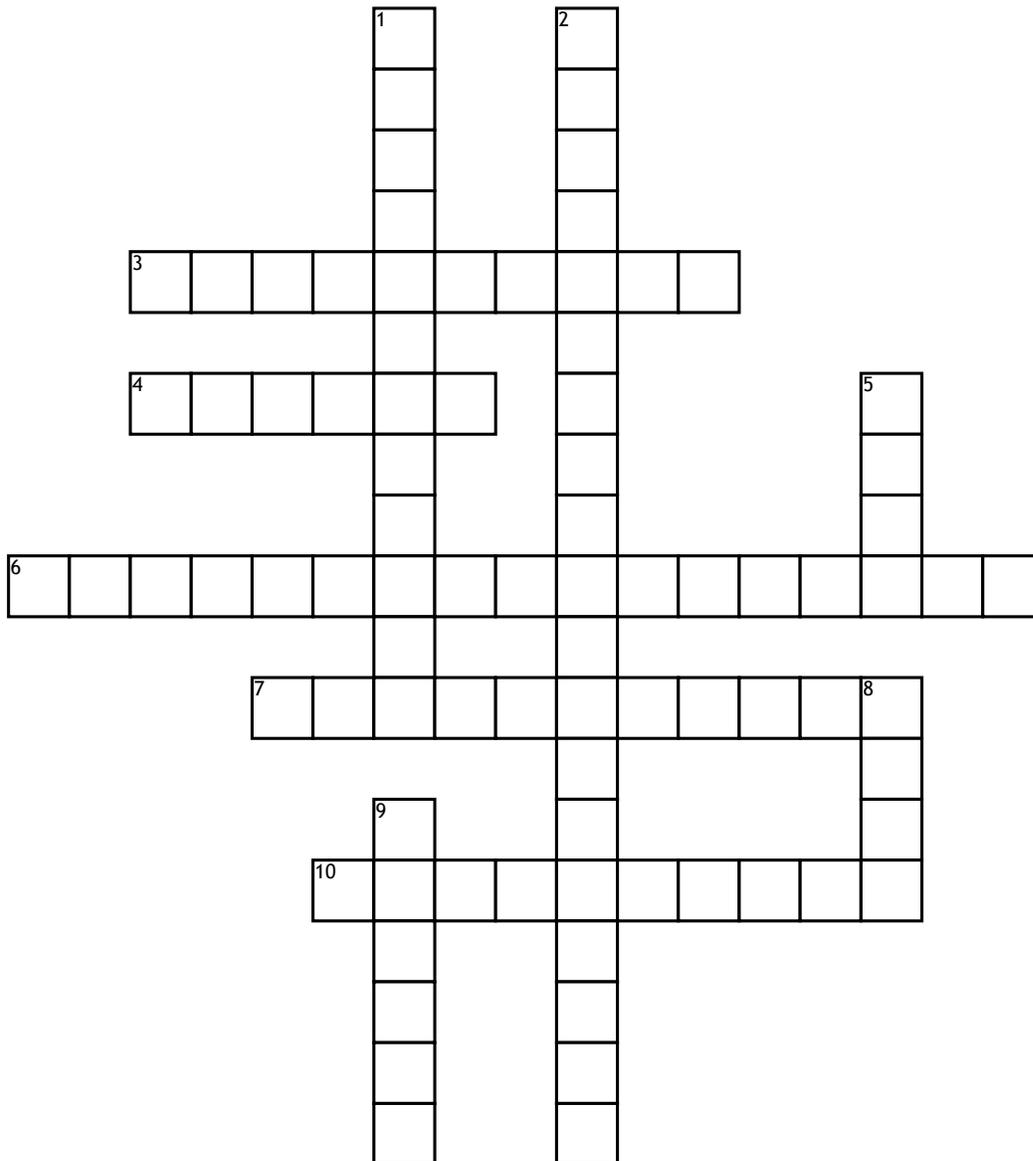


Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Spring 2019 Newsletter



## Across

3. Nouns that show ownership.
4. The Italian economist whose name was given to the principle that states 80% of the effects come from 20% of the causes, aka the 80/20 rule or the law of the vital few.
6. A direct mail promotional offer that has length, width and depth. Also referred to as "lumpy mail."
7. It + has = It's, for example.
10. The Greek goddess of spring growth.

## Down

1. According to the 40/40/20 rule, 40% of the success of a direct mail offer depends on audience, 40% depends on how compelling the offer and the last 20% depends on?
2. A marketing strategy that blasts the same marketing message through two or more channels.
5. A personalized URL.
8. What personal touch can you add to a direct mail offer that will increase its response rate by 135%?
9. Latin for spring.