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MAKE EVERY COMMUNICATION COUNT

A practical framework for
relevance, channel choice
and measurable performance.

Customers do not think in channels. They expect every statement, email, text and portal interaction to feel like part of one clear conversation.

Delivering that experience is getting harder. Costs are rising, customer preferences vary and delivery requirements continue to change. At the same time, organizations have more tools than ever to create and send messages.

A larger technology stack does not guarantee better communication. Without a clear strategy, it can create duplication, confusion and gaps in the customer experience.

Strong programs connect four decisions: what the communication must accomplish, who needs it, which channel fits the task and how success will be measured. Together, those decisions create a practical framework for print and digital communication.



Start with the Outcome

Before choosing a format or channel, decide what the communication needs to accomplish. Does it need to explain a change, prompt a payment, confirm an action or bring a customer back? Each situation calls for a different message and next step.

“Send an email” and “reduce mail” are delivery choices, not strategies. A useful plan starts with the customer and the action required.

The message should make three things easy to understand:

what happened, why it matters and what to do next. If the reader has to search for the point, the communication is working too hard.

Relevance Starts with the Customer.

A message earns attention when it reflects the customer’s situation and arrives at a useful time.

37%

of consumers say they want company communications to be more personalized and relevant.¹

Relevance starts with good data. A customer who already paid should not receive another reminder. A new customer should not get a win-back offer. A household should not receive three versions of the same notice because its records were never connected.

Better targeting protects the budget and the customer experience. It prevents avoidable contacts while making necessary ones more useful.

Choose Channels That Work Together

Each Channel Has a Role.

Print and digital channels do different work. Print is useful when a message needs visibility, permanence or a physical record. Digital channels add speed, convenience and a direct path to action.

Email can carry detail and links. Text works well for short, timely updates. Portals give customers a secure place to find information and manage an account. The best choice depends on the message, the audience and the action required.

Customer preference still matters. So do accessibility, privacy, security and delivery requirements. A strong program considers all of them instead of treating one channel as the default for every situation.

The Customer Sees One Experience.

Customers do not experience channels as separate departments. They may read a printed notice, search the company online and finish the task in a portal. Each step should feel like part of the same conversation.

97%

of marketers report a positive performance impact when direct mail and digital work together.²

Connection takes more than matching colors. The offer, timing and next step must agree. A QR code should lead to the promised information. The landing page should continue the same message. A follow-up email should help the customer act, not restart the conversation.

One channel may be enough. Add another only when it improves clarity, access or response.

Build a Strategy That Can Adapt

Delivery Rules Will Continue to Change.

Organizations need reliable ways to record preferences, honor requests and respond when a digital message does not arrive. Build flexibility into the process so it can support digital delivery, paper requests and channel changes as requirements evolve.

Use AI to Make Better Decisions.

Artificial intelligence is most useful before a message is created. It can detect patterns in customer behavior, identify audiences and recommend a useful time or channel. Those insights help teams decide who needs a communication and what will make it relevant.

55%

of consumers distrust AI in company communications.⁴

That skepticism raises the standard for using AI. Models need reliable data, defined rules and human oversight. Teams should know which data informs a recommendation and review outputs for accuracy, bias and tone.

AI cannot fix a weak strategy or a disconnected customer record. Its value lies in improving targeting, timing and consistency while people remain accountable for the final decision.

Regulatory Watch:

Proposed E-Delivery Rule

Status as of
July 2026

The Securities and Exchange Commission (SEC) has proposed Regulation E-Delivery.

If adopted as proposed, covered entities could deliver certain information electronically without first obtaining affirmative consent.

Recipients could still request paper at no cost.

The rule is not final.³

Measure the Full Experience

A communication should be measured against the outcome it was designed to produce. Delivery and open rates provide useful signals. They rarely tell the whole story.

A printed reminder may lead someone to search for the company, visit a portal and pay online. If measurement gives all the credit to the final click, the earlier contact disappears from the story.

Choose measures that match the goal. Those might include response, task completion, revenue, digital enrollment, fewer service calls or faster payment. Tracking tools can help connect activity across channels. The analysis still needs to consider the full customer journey.

Before You Send, Ask Five Questions.

1. What should this accomplish?

Define the desired result before choosing the message or channel.

2. Is the data ready?

Check accuracy, timing, preferences and suppression rules.

3. Is this useful to the recipient?

Remove anything that is redundant, irrelevant or hard to understand.

4. Do the channels connect?

Make sure the message and next step remain consistent.

5. How will success be measured?

Use the outcome, not activity alone, to judge performance.

Conclusion:

Build a Better Communication Experience.

Matrix Imaging Solutions helps organizations manage complex customer communications across digital and print channels. We bring together e-solutions, data processing, document production and mailing to support clear, reliable delivery.

Every contact should help the customer understand what matters and take the next step. When data, channels and measurement work together, communication becomes clearer, more useful and easier to improve.

Ready to make your customer communications work harder?

Visit matriximaging.com to start the conversation.



1. Broadridge, Customer Communications Report 2025, p. 13, <https://www.broadridge.com/us-en/assets/pdf/customer-communications-report.pdf>
2. Franklin Madison Direct, 2025 Direct Mail Marketing Benchmark Report, p. 12, <https://franklinmadisondirect.com/wp-content/uploads/sites/2/2025/07/2025-Direct-Mail-Marketing-Benchmark-Report.pdf>

3. U.S. Securities and Exchange Commission, Proposed Regulation E-Delivery, File No. S7-2026-25, July 21, 2026, <https://www.sec.gov/files/rules/proposed/2026/33-11430.pdf>
4. Broadridge, Customer Communications Report 2025, p. 22. See footnote 1.



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