

"Penny Black is the only marketing channel with a 100% open rate and that allows brands to use the unboxing moment to retain customers, increase CLTV and build brand loyalty. Our platform allows ecommerce marketers to create hyper-personalised campaigns and inserts that can be added to their packaging during the pick-and-pack process. Our inserts generate £2.20 in additional revenue per print."



Douglas Franklin
Penny Black, CEO

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For shopping with us



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you inside