

Integrated Marketing Solutions

Our best practices will help your project be a success.

What corporate clients say about the value of integrated marketing solutions utilizing Personalized URLs (pURLs).

- Provides us significantly improved direct mail campaign results over traditional direct mail methodologies.
- Provides program consistency across multiple direct mail, pURL campaigns.
- Campaign Dashboard offers the ability to view critical, real-time campaign results and analysis.
- Supports immediate response to leads – a vast improvement over the time lag and cost of traditional return postage and reply cards which leads to improved ROI and results.
- Enables the use of “rules-based triggers” to provide additional marketing messaging to an audience of one.
- Provides instantaneous lead response to high value prospects via survey responses delivered to the territory rep by email or PDA/text message.
- Real-time, access to critical report information in multiple categories all self-managed and generated.
- Enhances the overall use of variable data throughout the campaign including triggers that deliver variable content to more personalize the user experience.
- Real-time, automatic lead generation, distribution, tracking and reporting triggered by each response.
- Enables us to improve the ROI for every campaign and quantify it.
- Puts the real-time in all of our direct mail campaigns!
- Enables us to modify our campaign landing pages on an as needed basis based on actual customer responses.

STANDARD MARKETING PRINCIPLES FOR SUCCESSFUL INTEGRATED MARKETING CAMPAIGNS

- Great target database
- Know your audience
- Great design and creative
- Relevant to the individual
- Timing of the campaign
- The right offer
- Clear messaging and call to action for the recipient
- The more relevant the conversation the better
- Better data drives relevance

ROI - RETURN ON INVESTMENT

	NOT PERSONALIZED	PERSONALIZED
Budget	\$30,000	\$30,000
Pieces Mailed	100,000	50,000
Response Rate	2%	10%
Number of Leads	2,000	5,000
Number of Orders	300	750
REVENUE	\$120,000	\$300,000
Less Costs	\$30,000	\$30,000
TOTAL PROFIT	\$90,000	\$270,000

**INCREASE IN
PROFIT IS
200%!**