Omni-Channel Program Development and Deployment

Key Features and Solution Overview

- Audience development and targeting platform
- RM integration and manage contacts
- Plan multi-touch, multi-channel campaigns
- Configure media touches, timing and frequency
- Measure campaign performance and cross channel results

About DirectMail.com

DirectMail.com, headquartered in metropolitan Washington, D.C., is an industry leader offering Agency and Creative Services, Analytics, Data Products and Technology, Digital Marketing, and Production services. For over 40 years, DirectMail.com’s unique Geonight Engine and Intelligent Marketing Process have grown clients’ market share by applying strategies proven to increase customer and donor acquisition and retention.

Staffed by over 250 marketing and digital professionals, DirectMail.com’s proprietary data, business intelligence technology and segmentation products fuel the marketing and CRM efforts of the nation’s leading brands and fundraisers, consistently improving results and achieving a positive ROI. For more information about DirectMail.com, please visit us at DirectMail.com, or call 1-888-690-2252.

Why Omni-Channel Marketing is Critical to Success

The New Era of Direct Response Engagement
DMC Omni-Channel Marketing Solution
Stay ahead in this Significant Shift

Consumers are busier than ever and media consumption habits have changed.

This has created a number of challenges for marketers, especially around integrating data and channels to maximize ROI. In addition, marketing channel silos are preventing marketers from delivering new customers at an efficient and economical rate of return. Integrating these siloed channels will provide improved response and overall marketing performance. Leveraging new cross channel technologies is critical in bringing together channels, audience targeting and automation. Overcoming these challenges requires connecting your entire marketing and advertising organization, including customer and prospect database assets.

CMO Challenges and Marketing Forecasts
Marketing spend is growing across many traditional and digital channels according to CMO research. In looking deeper into the numbers, most marketers are working to expand and integrate direct mail, social media, email and IP targeting efforts going forward. Key to the success of these integrated marketing efforts is consolidating marketing data into a single view of the customer.

Why Our Solution is Unique
DirectMail.com’s cloud-based marketing automation platform allows our agency team to take creative marketing ideas and deploy those ideas into data-driven multi-channel marketing campaigns, fully integrated in one execution platform.

DMC utilizes this cross channel platform to create highly personalized campaign workflows and orchestrate multiple channels like direct mail, email, social media, SMS text messaging, voice and microsites. Our team will provide the underlying strategy, creative, data management, and business logic to build these programs. And Directmail.com can execute and deploy these campaigns across all channels.

Our Agency team will execute your integrated campaign by setting schedules, automate follow-up, drip, and nurture sequences using a variety of powerful mechanisms, including:

- **Triggers**: Monitor a variety of events to trigger any number of Outbound Media or follow-up activities.
- **Goals**: Set, track, and act on conversion points, for use in Reports and other performance measurement.
- **Scoring**: Add or subtract Contact scores based on activities (Events) performed by Contacts within your marketing Program.
- **Campaign Measurement and Reporting**: Ongoing campaign review, improvement opportunities and real time visual analytics.
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