

Our cross media campaigns let you be all things to all people. Here's how...

Static Direct Mail Response Rate
1-3%
VDP Direct Mail Response Rate
15-30%

Results of RIT study on VDP direct mail response rates.

The Internet introduced new channels for marketing and created new consumer behaviors. To be most effective you need to reach your customers via print, direct mail, web, and e-mail. By tying them all together in a campaign you can collect more customer data for use in the next stage, track responses with response URLs, and learn which media is most likely to get a response from each contact for more successful, and cost-effective, follow-ups.

We now offer cross media marketing campaigns that will get you the results your looking for and provide you with pin point data to continue to zero in your marketing to your customers exact needs.

	C	Last Name	Address 1
2		Jones	9 Mayflower Dr
3		Jones	9 Mayflower Dr
4		Jones	9 Mayflower Dr
5		Jones	9 Mayflower Dr
6		Smith	29 Pine Ridge
7		Smith	29 Pine Ridge
8		McAndrews	8 Avon Street
		McAndrews	8 Avon Street
		Green	29 Pine Ridge

- 1 Market directly to the customers within your database
- 2 Direct mail that offers the exact product your customer is interested in
- 3 Track responses with personalized web pages & e-mails
- 4 Collect response data to pinpoint consumer trends and increase your database

- Integrated cross media marketing
- Personalized messaging
- Consistency throughout all media
- Database integration with all marketing materials
- Personalized web pages or micro-sites
- Track able responses with response URLs
- Follow up with e-mail

