



# Why Omni-Channel Marketing is Critical to Success

The New Era of Direct  
Response Engagement



Intelligent Marketing Solutions. *Delivered.*



# DMC Omni-Channel Marketing Solution

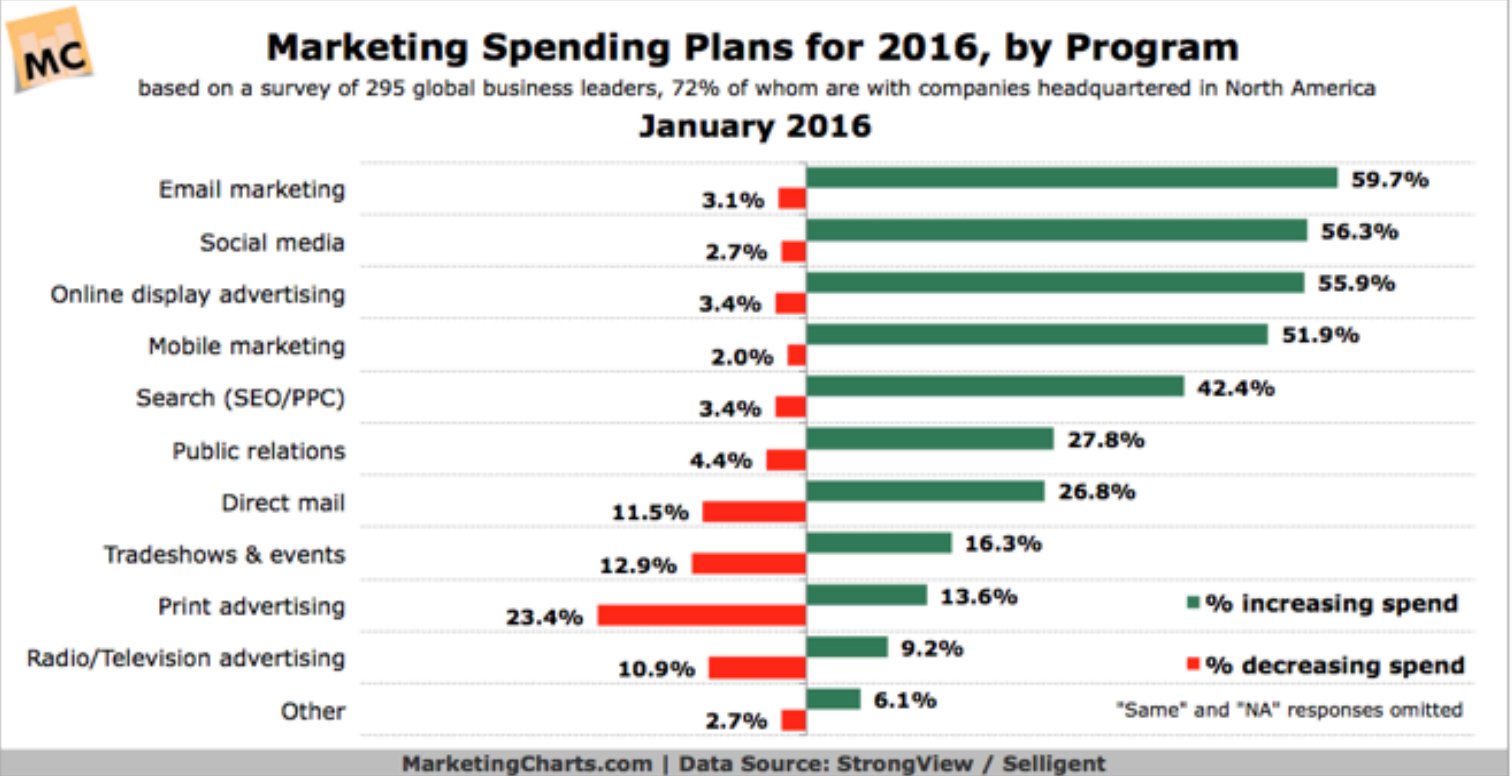
## Stay ahead in this Significant Shift

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.



*Some of the highlights of 2017: Approximately 55% of companies are now using marketing automation; 91% of the most successful users agree that marketing automation is “very important” to the overall success of their marketing across channels.*

## 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:



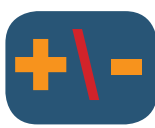
### Triggers

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.

# Omni-Channel Program Development and Deployment

## Key Features and Solution Overview



Audience development and targeting platform



CRM integration and manage contacts



Plan multi-touch, multi-channel campaigns



Configure media touches, timing and frequency

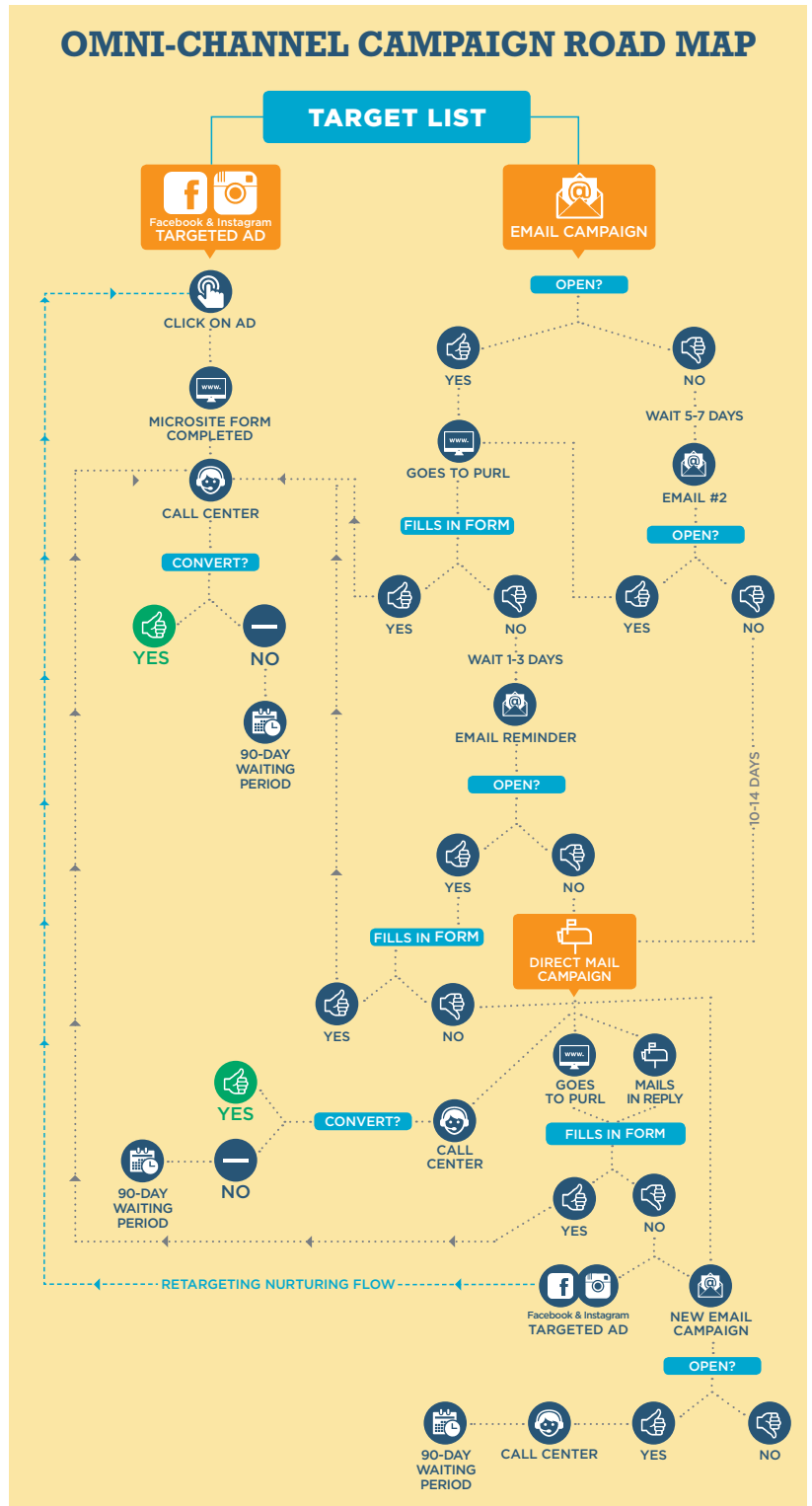


Measure campaign performance and cross channel results

## 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 Geolnsight 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.



Web: DirectMail.com | Phone: 888-690-2252  
5540 Ketch Road | Prince Frederick, MD 20678