

# Digital Direct

Tried-and-True Solutions  
for Email, Mobile, and  
Web-Based Marketing

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**DirectMail.com**<sup>TM</sup>

Intelligent Marketing Solutions. *Delivered.*

## The Intelligent Marketer

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# Digital Direct

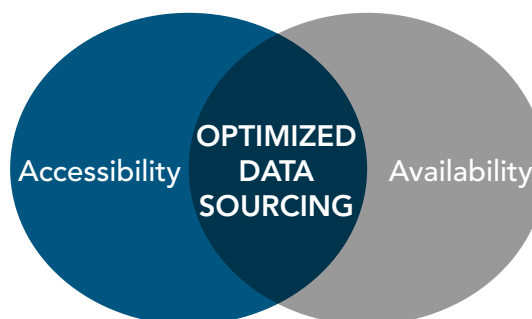
## Tried-and-True Solutions for Email, Mobile, and Web-Based Marketing

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In a recent study by Experian, the largest percentage of unique clicks came from a mobile device (40%) with webmail a strong second (35%). The trend towards digital marketing will continue to grow as devices become easier and more readily available. Are you reaching out to your customers in the way they want to be reached? Are your messages optimized for digital platforms? This month, *The Intelligent Marketer* looks at the importance of integrating and carefully tracking email, mobile, and web-based marketing.

### Multichannel Integration

Using a client-driven approach, you can move your traditional marketing into the digital age. Consider both the breadth and depth of sources. Are your customers receptive to some channels over others? Do they read emails on their mobile devices? What makes them click-through? Do they visit websites on their mobile devices? What inspires them to share ideas on Facebook, Twitter, and other social media platforms? The answers to these and other questions will help you develop a client-driven approach that fully integrates all pieces of the marketing puzzle.



Today's technologies enable you to track down the information you need to make informed choices. With programs like DirectMail.com's GeoInsight, you can start planning a campaign roadmap based on what your customers want.

### Intelligent Data Sourcing

Once you have determined the optimum timing, sequencing, and frequency, it is essential that you work with experts to ensure data quality across all channels and sources. You need to know if your offers are not being delivered or opened. It could be that they are getting lost to a spam filter. A series of checks and balances should be used to ensure smooth and integrated execution.



## WHAT WAS YOUR “Ah Ha” MOMENT?

“We found that marketers who have adopted multichannel marketing practices have realized significant business benefits, ranging from improved campaign performance to higher return on marketing investment (ROMI). Evidence suggests there is opportunity for additional, significant gains through better organizational alignment, process definition, and technology integration.”

– 2011 Forrester Consulting  
report for Sitecore

## Specialized Testing, Targeting, and Messaging

Using a program like DirectMail.com’s WebDM, you can experiment with different contact methods and offers. For example, a personalized uniform resource locator (PURL) provides your prospective customer with a unique webpage featuring customized content. Best of all, you can watch your customer’s interests and buying trends. Armed with this information, you can make more sales ...

and possibly even get your customers to “share” your products and services with others.

### Case Study: A national technology retailer

This retailer used to send one monthly stand-alone direct mail package. DirectMail.com worked with them to test new contact strategies and messaging. Now they send daily automated direct and email campaigns with thousands of SKUs and warranty offers.

In the last year, their conversion rates have doubled.

### Case Study: A national loyalty program

This organization wanted to improve member communication and CRM. DirectMail.com worked with them to create a centralized, web-based program for new member acquisition and engagement.

Since then, they have expanded and added new loyalty partners.

## Get Results

The experts at DirectMail.com can help you maximize your digital marketing efforts. With an integrated multi-touch campaign in place, our clients see an average increase of 7.3% to 15.2% in “open” rates. Our Digital Direct approach works. Best of all, you can see it working. Each client gets a dashboard detailed by individual list segments. You can see unique opens, unique clicks, bounces, unsubscribes, and conversions.

Contact us today for information on how your company can set up a campaign roadmap to maximize digital response rates



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For over 40 years, DirectMail.com has been working with clients on the most sophisticated multi-channel marketing challenges. We are a company that is passionate about continuous learning and we are excited to share our expertise and best practices with a broader audience and the industry as a whole. Through *Intelligent Marketer*, we hope to provide practical solutions and tools that marketers can leverage to make their jobs easier in the short term and to generate incremental results in the long term.