



## Marketing and Analytics

At Direct Alliance, we believe marketing should leverage an understanding of the customer. We design programs that speak directly to customers' needs and provide compelling reasons to buy with confidence and ease.

Our customer touch plans intelligently integrate campaign marketing, analytics and direct marketing to deliver a strong return on investment and build customer loyalty.

- Campaign Marketing
- Analytics/Web Analytics
- Electronic Direct Marketing
- Print Direct Marketing

### Campaign Marketing

Campaign marketing builds the optimal go-to-market approach to help clients extend their market coverage. We develop customer touch plans for each of your target segments and for each phase of the customer lifecycle.

Integrating outbound calling, electronic direct marketing, and printed direct marketing, our campaigns evolve dynamically as we incorporate in-market learnings to maximize future performance.

- **List acquisition:** We obtain, integrate, clean, scrub, manage, optimize, load, monitor, and analyze the performance of acquired lists.
- **List development:** We build lists from customer databases.





- **List augmentation:** We augment lists with sales information, external data sources, and national registries to enhance their productivity.
- **Campaign analysis:** We analyze the effectiveness of campaign components to fuel our learnings and recommendations for future campaigns.
- **Testing programs:** We routinely test numerous variables to optimize campaign performance, including target segments, propensity models, messages, offers, creative, timing, recency and frequency of contacts.

### **Analytics/Web Analytics**

We know intelligent database and campaign analyses lead to higher response and conversion rates. At Direct Alliance, we offer robust analytics services to develop customer profiles, segment customers, monitor customer transaction data, and leverage sales reports and web site data to improve results.

- **Propensity to buy modeling:** We develop customer profiles to identify targets that are most likely to respond to a specific offer or message. The highest conversion rates are those that have proven successful with similar existing customers.
- **Segmentation:** We cluster prospects into common behavior groups for tailored contact strategies and messaging. Dynamic analytic modeling predicts the best offer for each customer or optimized vertical segment.
- **Customer transaction data:** We fuel our sales and marketing engine with critical customer transaction information, prioritizing follow up contacts based on a customer's responses from our direct marketing and ecommerce campaigns. Utilizing this data we build customer profiles, baseline analysis, and predict revenue potential of customers.
- **Sales reporting:** We drive increased sales performance by monitoring key performance indicators and identifying opportunities to boost program performance. Our sales teams access sales data via intranets and our clients via secure extranets.



- **Web analytics:** We leverage web site data such as customer activity and usability to improve website performance and enhance the ecommerce experience. In addition, by measuring the recency, frequency, and monetary value of web customers, we gain a comprehensive set of metrics that can be used to perform:
  - Campaign Analysis
  - Shopping Cart Abandonment Analysis
  - Session Duration (SDA)
  - Traffic Analysis (TRA)
  - Click-stream Analysis
  - Visitor Loyalty
  - Site Usage Analysis

### **Electronic Direct Marketing (EDM)**

As a dynamic rules-driven approach that enables us to deliver the right offer to the right customer at the right time, EDM is one of the most powerful tools for developing your customer lifetime value.

We offer leading-edge services that provide measurable results, brand awareness, and cost efficient sales. And, all transaction emails provide customer opt-in/opt-out and bounced e-mail management services.

- **Broadcast emails** are highly effective for notifying customers about your products and services and personalize customer name, rep name, and account information.
- **Rep push** can create compelling transaction based emails for representatives to send to customers while they are on the phone to close the sale faster. The email may contain information about your web site, CRM and order-to-cash systems, new products, or warranty or credit offers.



- **Event triggers emails** are highly effective cross-sell, upsell, and retention touches because they are automatically sent following a recent sale, when products are abandoned in a shopping cart, after a specified number of purchases, before a warranty expires, and more.
- **Subscription-based emails** address customer-set preferences and provide special offers and product updates based on their preferences. Direct Alliance sets up a hosted URL where the self-service features can be activated.
- **Additional services** include HTML eQuotes, transactional HTML invoicing, business rules engine, and intranet or Internet sales reporting for a full EDM solution.

### Print Direct Marketing

As a cost-effective complement to outbound calling and EDM, our printed direct marketing solutions increase awareness, drive better sales results, and build customer loyalty.

- **Direct mail:** We infuse our direct marketing tactics with dynamic content to create better response rates for our catalogs, direct mail, shared mail and door hangers.
- **Print advertising:** We can even help you advertise in newspapers, trade publications, online, and TV and radio to accomplish specific direct response objectives.
- **Measurement:** All of our direct marketing tactics are rigorously tracked, tested, and measured to ensure a strong ROI.

### Learn More

Find out how our marketing and analytics services, including **campaign marketing, analytics/web analytics, electronic direct marketing, and print direct marketing**, can provide you with a solution tailored to meet your business needs. Contact us for a complimentary set of brochures about our services.

For more information visit [www.DirectAlliance.com](http://www.DirectAlliance.com) or contact us at 800.597.9741.