

Multi-Channel Marketing Campaigns at a Glance

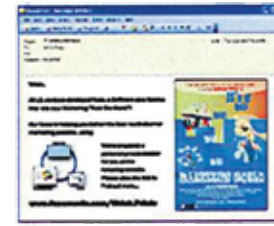
Example One: Follow up on your direct mail campaigns



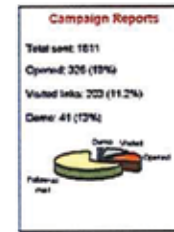
Direct Mail



Personal URL or Landing Page



Follow-up Email

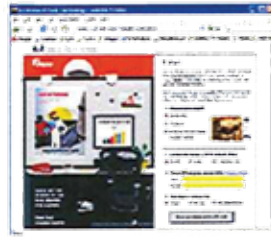


Report

Example Two: Enhance your email marketing



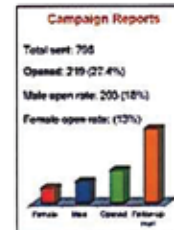
Email



Personal URL or Landing Page



Kit or Direct Mail



Report

Example Three: Test different content and templates with the same data list

Address	Company	Phone	Fax	City	State	Zip	Age	Gender	Income	Education	Marital	Occupation	Interests
123 Main St	ABC Corp	555-1234	555-5678	New York	NY	10001	35	M	\$50,000	High School	Married	Software Engineer	Technology, Sports
456 Elm St	DEF Inc	555-9876	555-4321	Los Angeles	CA	90001	42	F	\$75,000	College	Single	Marketing Manager	Marketing, Travel

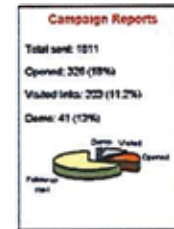
Mailing List



A/B Split Test



Personal URL or Landing Page



Report