



Cross Media Marketing: Maximize customer lifetime value using meaningful data and multiple media channels.

Cut through the clutter of mass campaigns and put the power of data-driven direct marketing to work for you. With today's marketing budgets stretched thin, personalized cross media campaigns deliver the best return on your investment.

Market smarter, not harder

Our marketing programs go beyond traditional direct mail by using the power of cross media to engage in a meaningful dialog between you and your customers. Combining direct mail pieces with pURLs, QR codes, email, and SMS can significantly lift results and improve ROMI (Return On Marketing Investment). Using multiple channels to reach your customer with a relevant message creates a powerful one-to-one connection with response rates of 9-10% possible..

Optimize your marketing budget

It starts with data and what you know about your customer or prospect. We provide you with the expertise to segment your audience with razor-like precision. Targeting your customers by certain criteria such as brand preferences, buying habits, and demographics enables us to make offers relevant to individual customers with select messages, calls-to-actions, and use of certain images. Our easy to implement campaigns and attractive designs save you the up-front costs of agencies and creative resources. We'll help you implement quickly and affordably beginning with raw data to delivering the final relevant piece to your customer. Our cross media campaigns are the easy way to optimize your marketing budget.

Campaign results on your time

With secure access to the Primadata Marketing Console real time results of your marketing campaign are just a click away. Every action the recipient performs on the pURL is tracked and presented in a user friendly format on the dashboard of the Primadata Marketing Console. You have the option to download your results in a PDF or xls format when you need them.

Engage, Grow, Build Loyalty

Attract new customers

Offer loyalty and rewards programs

Cross-sell and up-sell

Identify user preferences and interests

Announce new products and services



Multiple channels, multiple opportunities



responder

non-responder



landing page



survey



thank you and
incentive



self-mailer



email



Easy to use

- campaign design, execution, and reporting in one solution
- automated process at specified trigger points

Complete

- comprehensive capabilities from program design to analytics
- multiple media channels including Internet, mobile, and direct mail

Cost effective

- ready-made campaigns and attractive designs
- no software requirements or program maintenance



Primadata Marketing Console

Review data in real time and gain valuable insight, leveraging program data to maximize response. Track every action within the campaign and evaluate response rates, survey results, and ROMI.