



Campaign Management

Direct**Connect**Group

Deliver messages using efficient multimedia vehicles like email, voice, fax, even your website.

Thanks to forward thinkers like DirectConnectGroup (DCG), direct marketing has become highly sophisticated - and highly precise. Yes, you can still send printed pieces to your favorite mailing list. But, now you can also mix in exciting multimedia delivery options - dynamic HTML emails, voice messages, fax messages, even trigger pages on your web site. Best of all, everything can be precisely tracked - from the success of your overall direct marketing campaign to the

actions (or reactions) of every individual message recipient. Campaign management works! We know because we use it at DCG.

This software-based program is sophisticated enough to automate and manage your entire message-delivery process. Yet, it's simple to use. User-friendly charts and graphs provide accurate, instantaneous measurements, tracking data and other information. Here's what you can do:

- Track the success of each vehicle to see which does the best job of penetrating your audiences
- Test one or more campaigns to see which works better
- Assign values to your web pages for tracking purposes
- Segment your customers, then deliver customized information
- Develop precise follow-up campaigns
- Eliminate ineffective, repetitive communications
- Create powerful opt-in email address lists by capturing information from your campaign management database
- Stay in full compliance with new anti-spam and privacy laws

And everything on brand.

Your brand is your company's most valuable asset. Let DCG help you become a more savvy marketer while protecting your brand at the same time. Ask to see a campaign management demonstration today.

DirectConnectGroup : Producing, Protecting, and Delivering Your Brand
Visit Us Today At www.directconnectgroup.com

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