



Percent marketers plan to increase spend on analytics and reporting over next three years



Percent of increase in marketing budget spend for analytics over the next three years



Predicted marketing budget spend for analytics after 2020



Insights and Analysis

While omni-channel marketing is a great way to improve your customer experience, it presents marketing teams with new challenges. Now marketers must coordinate multiple touch points across multiple channels — not an easy task. We help marketers integrate and serve messages in email, mail, landing pages, and online display. This effectively doubles your marketing power as you improve customer experience while gaining much more relevant data to inform you on your buyer's behaviors and insights into your customer journeys.

To support and manage your omni-channel campaigns, we offer several different levels of online portals and dashboards to help you gain insight into and coordinate your marketing efforts. Our dashboards range from tracking your mail, to reporting on integrated, automated email releases and online advertising results. We can track and report the engagement and response rates in all your channels. Clients with high volumes of data gain deeper insights from our custom-created dashboards with automated data transfers and our custom-built reports and analytic insights.

OUR CAMPAIGN MANAGEMENT DASHBOARDS ALLOW YOU TO:

- Track USPS® Mail in-home delivery
- Launch emails triggered by mail events or dates
- Track campaign-related social media
- Track online display advertising
- Hosted landing pages
- Response Rates

ADDITIONAL BENEFITS INCLUDE:

- Formatting for variable data copy and/or images
- Custom-built landing pages
- pURLS or QR Codes
- Channel synchronization
- Improved customer experience
- Increased brand awareness and touch points
- In-depth analysis and actionable insights
- Informed Delivery

OUR CUSTOM INSIGHTS AND ANALYTICS DASHBOARDS:

- Process very high volumes of data with specific, custom reports
- Securely transfer data as often as needed or on an automated schedule
- Receive and send data files in any format you require
- Gain actionable insights and consulting from our data experts

Jump into your portal now to get the insights and analysis your company needs. Contact us at info@mw-direct.com.

data+

Programming, Analytics & Insights

- Customer identification
- Profiling, data-driven personas & buyer behavior
- Customer journey mapping
- Matchback analysis
- RFM calculations
- Custom online dashboards

Postal Preparation

- Data standardization
- Address correction (i.e. NCOALink™)
- Data entry
- Return mail services

Lists

- List rentals
- New movers

Digital + Post

- Mail tracking and delivery
- Call tracking
- Online follow-up
- Social media follow-up
- SocialMatch
- LeadMatch

marketing+

Digital Marketing

- Email
- Landing pages
- Omnichannel dashboards

Targeted Display Ads

- Online display advertising
- In-home and out-of-home online ads
- Captive audience
- Venue replay
- Digital new movers
- Reverse append
- Mobile out-of-home ads
- Digital home canvassing

commingle+

Commingle Services

- In-house USPS® detached mail unit (DMU)
- Full-service Intelligent Mail® Barcode (IMb)
- Regularly-scheduled pickups
- First-Class™ (letters, postcards, flats)
- Marketing mail (letters and postcards)
- Palletized mail shipped directly to the SCF
- Barcode application

print & mail+

Print

- Customer communications
- Transactional print solutions
- Variable data and dynamic print
- Invoices
- Statements
- Commercial print
- Lithographic and digital print
- POP (point of purchase)
- Ad specialties
- Wide-format print
- Flats
- Postcards
- Letters

Lettershop Services

- Inkjet addressing
- Intelligent, camera-matching, selective inserting
- Tabbing
- Stamping
- Fulfillment
- Bindery
- Snappacks (pressure seal forms)