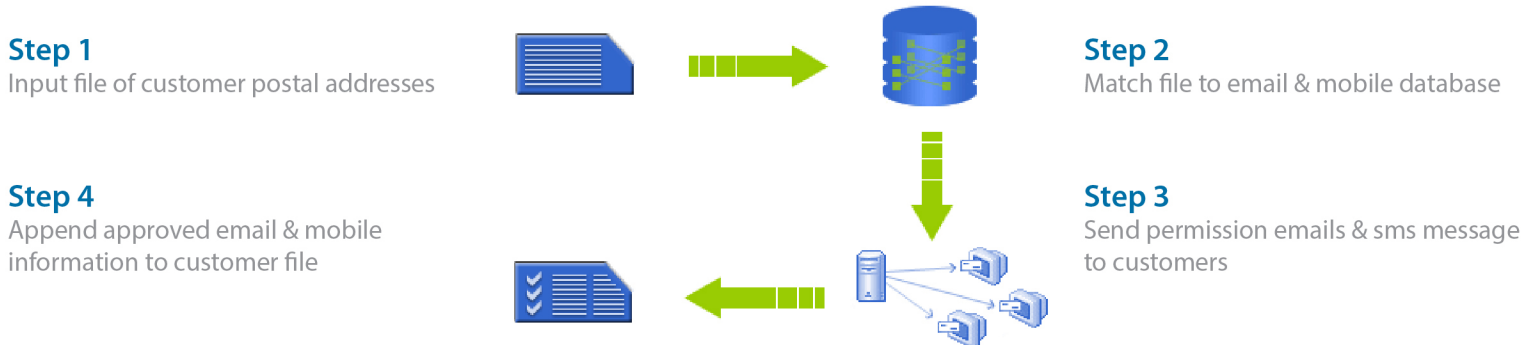MULTI-CHANNEL MARKETING

EMAIL APPENDING & EMAIL HYGIENE

You cannot afford to lose a customer to a competitor, making it imperative to maximize your customer retention marketing programs. With the increasing cost of direct mail, your clients need to find a cost effective way to communicate with their customers and prospects

BENEFITS

Our database appending services will help overcome your online marketing challenges, allowing you to engage in multi-channel marketing strategies that will result in higher campaign response rates over stand alone marketing channels such as postal mailings or telemarketing efforts.

By initiating an online relationship with your customers in addition to your current offline channels of communication, you will:

- Increase the value of your database
- Generate higher response rate
- Build customer relationships
- Achieve the highest possible ROI for your marketing dollars
- Gain the ability to measure the results from your online deployment instantaneously
- Dramatically increase traffic to your web site

Step 1
Input file of customer postal addresses

Step 2
Match file to email & mobile database

Step 4
Append approved email & mobile information to customer file

Step 3
Send permission emails & sms message to customers

HOW IT WORKS

- You send a file of customer postal records to OOH Media
- OOH Media matches your file against our opt-in email append database
- Customer matches are run through multiple hygiene and validation processes
- Branded opt-out letter is sent to all customer matches, ensuring permission & deliverability
- OOH Media returns your original file to you, with an additional column containing all matched customer email records, minus those that had opted out

RESULTS

Match rates range between 20% and 35%

CLIENTS

Past and current email append clients include The US Navy, Bally Total Fitness, AT&T, Verizon Wireless, Time Inc., Honda, Chevrolet, Political Parties and Politicians