



CDI Automated Marketing OVERVIEW

Custom Direct has partnered with Mindfire Inc., as a LookWho'sClicking® software licensee, to help our clients take advantage of the speed-to-market, flexibility and affordability web and email technologies can provide.

This combination of a powerful web-based software suite and Custom Direct's marketing expertise can help marketers by providing highly personalized marketing campaigns that leverage printed DIRECT MAIL, EMAIL and the WEB, while automating some of the more repetitive elements of a marketing campaign.

Custom Direct's Automated Marketing services encompass the process of planning, managing, assessing and delivering marketing campaigns, across multiple communication channels, with limited manual effort involved.

And while each client and project is different, the fundamental components of Custom Direct's Automated Marketing Services include:



1 Highly personalized Direct Mail and Email to attract new prospects or cross-sell existing clients

2 Simple and flexible Integration of PRINT & EMAIL with the WEB



3 1-to-1 Interaction with your prospects or customers using:

- Highly-personalized Landing Pages (microsites)
- Automated follow-up emails and coordinated lead distribution

4 The ability to “**Automate the Conversation**” with trigger emails and scripts



5 The ability to **measure campaign response** in real-time, for quick marketing ROI analysis



QUESTIONS?

Geoff Bevington

Phone: 630.529.1936 xt 223

Email: bevington@customdirect.com

715 E. Irving Park Rd, Roselle, Illinois 60172
Phone 630.529.1936 Fax 630.529.6072
www.customdirect.com