

## Cross Media Marketing Solutions (CMMS)

DMX Cross Media Marketing (CMMS) offers clients effective multi-media direct marketing by combining the powers of personalization, direct mail, the Internet and program automation. CMMS will personalize and also customize each media message. Personalized, targeted messages have proven to enhance the prospect's response rate. CMMS cross media initiatives will speak to your audience with a custom message determined from the unique data for each contact. Personalized messaging can be as simple as using a first name, or more customized employing unique text, images and even a "call to action."

The most effective marketing messages use multiple medias. DMX CMMS captures the campaign media, source, and responses, and reports the campaign efficacy, and provides detailed lead data. Capturing media detail, associating sources, and defining unique response profiles is uncomplicated, and instantly reported.

Using our CMMS, your managers can easily identify trends in response preferences for each media. Response reporting allows the campaign management team to "fine tune" the response options for a contact group. For example, Improve your marketing ROI: Results might indicate that web ads have a 99% web register rate, and that direct mail postcards do better when a Personalized URL is included. Detailed reporting ensures that marketing dollars are focused on the most successful messages and media.

## Benefits

- More effective messaging from the same marketing budget, reduce cost per sale
- Ability to link hardcopy mail, to a Personalized URL: then, utilize the contact's response follow up with a customized email and to generate orders for fulfillment
- Personalization options for self-reported responses facilitate one-to-one messaging
- Detailed reporting captures campaign/media/source efficacy at all levels
- Seamless integration with order processing and fulfillment, easy to use

The diagram shows a central 'Print Mailer' card with a sunflower image and the text 'Hey Billy!'. To its right is an 'Email' card with the same sunflower image and text: 'Email The email carries the same logic and variables as the mailer', 'Grow your business', and a list of benefits: 'Increase your revenue', 'Increase your company's print orders', 'Manage your fulfillment needs', 'Provide demand generation solutions', and 'Reduce your company's software, hardware, and/or IT expenses'. Below the email card is a 'Personalized URL' card with the text 'Personalized URL http://www.Billy.Smith.Doyoustandout.com' and a screenshot of a web page with the same sunflower image and text. A caption below the URL card states: '-PURLs carry the same logic and variables as the mailer.'