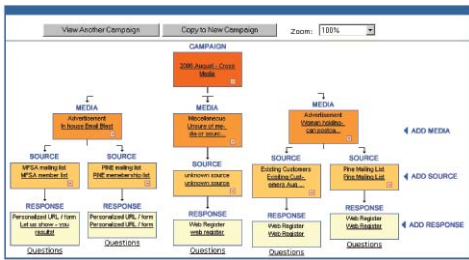


Integrated Marketing Suite

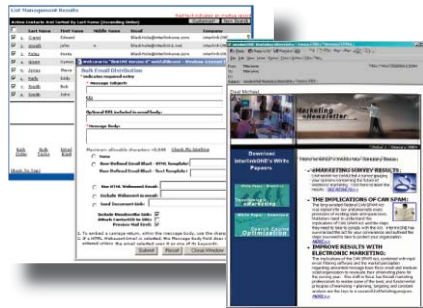


DMX Direct's integrated marketing suite is comprised of several components, each providing extensive marketing functionality designed to provide demand generation, increase response rate, and improve sales conversion rates. The suite of applications completely supports the planning, management and execution of your entire marketing operation through integrated, easy to use tools that manage and measure all marketing resources, maximizing your marketing ROI.



Manage Complex Campaigns

1. Monitor all marketing campaigns using an easy to understand graphical user interface.
2. Drive multi-tiered marketing initiatives that account for your unique marketing mix including all channels and messaging vehicles.
3. Target your most profitable segments and utilize proven marketing channels while allocating time and resources to opportunities that are most likely to generate revenue.

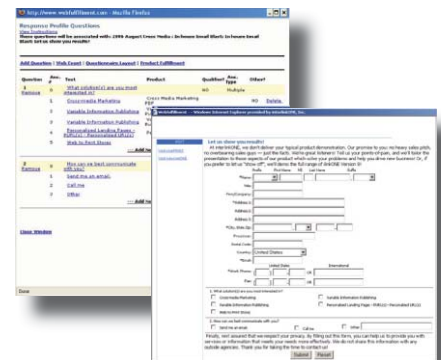


Drive Proactive Marketing Activities

1. Manage complex list of targeted segments and opportunities.
2. Instantly send media-rich emails or create variable data printing files for direct mail. Track results instantaneously through the system.
3. Reach more prospects and opportunities by personalizing and tailoring your message; resulting in improved response rates.

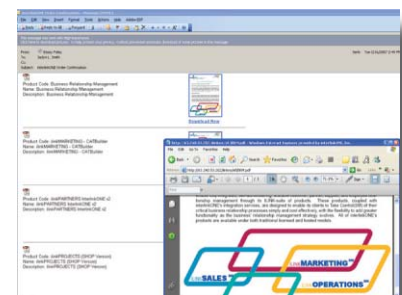
Acquire, Qualify, and Track Leads

1. An interactive web-based form is automatically generated to correspond with your marketing campaign, data source, and media type used.
2. Inquiries are scored using assigned point values. You define the scoring criteria for each question, or answer, resulting in real-time lead qualifications.
3. Automated lead distribution is accomplished through the application of your unique business rules. Leads can be routed by region, product interest, level of interest, and more.

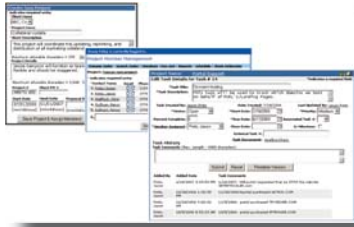


Distribute Electronic and Physical Marketing Collateral

1. Complement your literature mail distribution by sending electronic versions of your marketing materials.
2. Downloadable documents are easily managed within your image library.
3. Manage an on-line database of your physical inventory that can be ordered through a web interface. Print pick and pack slips, manage backorders, implement automatic replenishment and get a real-time view of your available inventory.



Integrated Marketing Suite



Collaborate on Marketing Projects with Team Members

1. Manage marketing project tasks from a centralized location. View, add, edit, update, and prioritize single or multiple projects and assigned tasks.
2. Keep team members apprised of project status in real time. Streamline task management with automated event-triggered email alerts.
3. Target your most profitable segments and utilize proven marketing channels while allocating time and resources to opportunities that are most likely to generate revenue.



Variable Print On Demand

1. Whether it is static content, or highly customized variable data, black and white or color, DMX POD is your answer. Our print on demand solution allows you to customize AND uniquely personalize your material so that your message is more highly valued and will therefore produce more qualified responses..
2. Our variable data processing will allow you to produce your POD components on various media including paper, plastic and also electronic components for email and url click access.
3. DMX print on demand combined with DMX Order Management and Fulfillment also allows you the flexibility of combining your POD components with other specific inventory items (kit building on the fly) or simply sending them on their own.
4. And finally, get your NEW message to the market sooner! With print on demand you can revise your message as conditions change and then still get your information to your customer or prospect when it needs to be there.

Control Inventory and Warehouses

1. Define and set up warehouses down to the bin level and generate pick and pack slips by warehouse.
2. Route orders among multiple warehouses based on location, inventory availability, and your required parameters.
3. Interface with leading manifesting systems including Kewillship (formerly Clippership) and manage multiple warehouses and drop-ship vendors in our centralized database.



Measure Marketing Effectiveness and Results

1. Real-time reports give you detailed feedback about your marketing operations. How many people opened your emails, which campaigns generated the highest response rate, what was your most profitable messaging vehicle, and which products are your most popular.
2. Customize reports, edit the order and appearance of fields with a simple click of the mouse. Diversified reporting is available for each component of the application.

Lead Distribution Summary for: Third Quarter Marketing

MFSA	Hot +	Hot	Warm	Cool	Cold	Net Rated	Total
	2	1	1	1	0	2	7
1.	8/22/2006	Karen	Shawley	Not Rated			
2.	8/14/2006	Toni	Tardiff	Not Rated			
3.	8/23/2006	Nancy	Sullivan	Hot +			
4.	9/01/2006	Bert	Sample	Hot +			
5.	1/12/2007	Frank	Balsander	Hot			
6.	1/10/2007	Sandy	Darso	Warm			
7.	2/01/2007	Ben	Russel	Cool			

Export To Excel Printable Version

Download Data in CSV Format Select Another Campaign