

Data Integration is a leader in the production of custom printing, and a pioneer in automated ordering systems.




TAKE DIRECT MARKETING TO THE NEXT LEVEL WITH..... I-Mail.

As the leader in the interactive media solutions arena, Data Integration can help develop effective marketing campaigns that will provide higher response rates, measureable results and more meaningful messaging from marketing efforts with I-Mail Integrated Marketing.

- **Link the impact power of direct mail with the interactive capabilities of the internet through email and Personalized URL's.**
- **Convert more direct mail recipients into qualified prospects and valued customers by driving them to the web to respond.**




1 Promote
Generate Personalized URL's on each direct mail and/or email sent




Generate personalized URL's on each direct mail and or email sent. Combine the impact of direct mail, email marketing through a personal URL.

2 Capture
Capture additional or updated profile information.



Capture additional or updated profile information. Convert more recipients into qualified customers by driving them to the web to respond.

3 Respond
Generate Immediate Leads, Print Reports and Follow-up.



Generate immediate leads. Print reports and follow up. Automate the management and the real time tracking of your next marketing campaign.

I-Mail

integrates
E-mail,
Direct mail,
Permission Based
Marketing,
and your
Web site
into a
seamless
solution!

PERSONAL URL'S HAVE BEEN PROVEN TO:

- Increase and improve the quality of leads
- Build relationships with top level decision makers
- Increase marketing campaign ROI
- Export results for additional analysis
- Align sales and marketing processes within organizations
- Establish long-term marketing campaigns and partnerships with clients

PERSONALIZED DIRECT MAIL



The Power of 1:1 Marketing

I-Mail

Variable Messaging

Personalized URL

land-dreams.com/a224

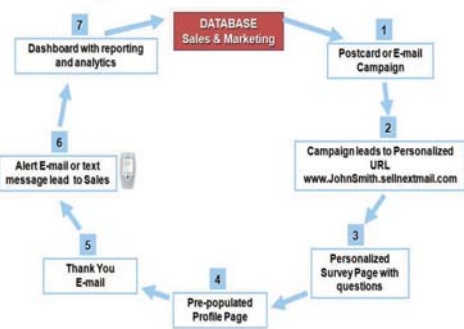
prettyman.cumberland-dreams.com/a224

Personalized URL

Variable Messaging with attractive offer

I-Mail... INTEGRATES E-MAIL, DIRECT MAIL, PERMISSION BASED MARKETING, & YOUR WEB SITE INTO A SEAMLESS SOLUTION!

Integrated Marketing Solution



CAMPAIGN PROCESS:

MAIL AND/OR EMAIL

The Integrated Marketing campaign starts with mail-a printed direct mail piece and/or an email message. The piece needs to be designed to attract attention with the most important aspect of the campaign being the offer to drive the recipient to their Personalized URL. The campaign's data file is used to generate Personalized URL's for each recipient. It is important to predominantly place the PURL on the direct mail or email.

WELCOME PAGE

When recipients visit their PURL, they see a Personalized Landing Page built specifically to support the direct mail and/or email piece they received populated with copy, images and offers based on customer data..The landing page greets respondents by name and captures email address and tracking code.

SURVEY PAGE

Captures data from several key survey questions to allow for more targeted messaging for future and provide a greater ROI! To enable gathering additional data about the prospect the offer strategy should be designed to entice the respondent to complete the survey or provide data relative to interests and needs. The objective is to ensure a high level of interaction with the prospect.

PROFILE PAGE

Enables update capture of respondents contact information.

THANK YOU PAGE

Thanks the respondent for visiting the site and provides useful follow up information. Can also provide coupon or sweepstakes entry confirmation.

PURL DASHBOARD

Since interaction is conducted online all respondent activity is captured in real-time. Campaign response rates, visitor respon patterns and detailed lead information is available 24/7.

LEADS

As respondents visit their Landing Page, leads are generated and are available for immediate follow up. Leads can be sent via email or text messaging.

GREEN PATH  NET

Dave Schoenblum
18401 Tomlinson Drive
Lutz, FL 33549
Office Phone 813-931-5800
Cell Phone 813-765-4188
dave@di-order.com

 DATAintegration
green-path.net is a division of DATA Integration, Inc.