

Using Call Tracking, Mail Tracking and Online Follow-up Direct Mail 2.0 Is providing Marketing Campaigns where the ROI can be Tracked



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“We are the first company that has created a seamless integration between direct mail, phone and internet follow-up in one measurable place so that marketers can easily track the ROI and efficiency of their direct mail campaign and multiply its effectiveness across all mediums. Nobody else is doing that.” - Brad Kugler

CEOCFO: Mr. Kugler, would you tell us about Direct Mail 2.0?

Mr. Kugler: This is a game changing platform that takes the traditional direct mail model and amplifies the effectiveness of that singular channel by synchronizing it with a parallel online follow-up marketing campaign. It also includes accurate mail delivery projections and confirmations, as well as call tracking and recording for the marketer to seamlessly track their results. So for only a few additional cents per mailer your target audience will have an online campaign that will deliver potentially thousands of additional impressions to the same

audience targeted in the direct mail campaign, thereby reinforcing that intended message. When the prospective audience calls in those calls are recorded and tracked as well. All of the information is then provided to the client in a cloud-based dashboard to prove the effectiveness and reach of the campaign on a daily basis through an intuitive set of simple to understand key performance indicators.

CEOCFO: What is the state of direct mail today?

Mr. Kugler: I am a firm believer that there is a resurgence in direct mail. Digital advertising and marketing were sort of the “buzz words” for the last five or ten years, those ROIs and those customer acquisition costs have been skyrocketing due to the amount of competition online. I believe that companies are giving a new look to direct mail as well as other traditional marketing channels. It is coming back almost full circle. With today’s advances in technology direct mail campaigns are now able to be tracked and ROI can be proven in the same way online marketing campaigns can be.

CEOCFO: Would you walk us through how you are able to track and make sense of the direct mail?

Mr. Kugler: Our mail tracking analytics system is plugged in directly with the post office. It’s called IMB (Intelligent Mail Barcode) Tracing and it provides real-time tracking information about pieces progressing through the US Postal System from drop-off until final delivery. Through direct online integration with the USPS we can let the clients know exactly when their mail is projected to be delivered and when it is actually delivered, thereby giving some very valuable metrics to the marketer on when to time delivery response teams as well as coordinate other campaign factors.

CEOCFO: What are the mechanics of tracking mail pieces?

Mr. Kugler: We issue each of our Partner’s a unique MID (Mailer Identification Number). Depending on the size of the mail service provider we issue them a 6 or 9 digit MID. That series of digits is then combined with a Barcode Identifier (2

digits), Service type identifier, meaning the class of service the piece is being mailed (3 digits) and the full zip code of delivery. This combines to become a unique 31 digit number which is translated to a graphical barcode for tracking through the United State Postal System. Through our custom APIs with the USPS we get daily feeds on the progress of each mailing along with predicted delivery date and we update that progress through a graphical dashboard interface so the marketer can track the delivery of their mail in real time.

CEO CFO: How does tracking work if someone goes to site through search not with a code?

Mr. Kugler: It does not matter how the visitor arrives at the website; whether through search, browser, link, etc. Once the unique visitor reaches the website they will receive a Google Cookie Code and be added to the online follow-up list. Our platform will tell the marketer how many people are currently being followed and shown ads on a daily, weekly and monthly basis for up to a year or as long as the marketer wants to follow them. This only helps to reinforce the branding or message the marketer is trying to get to their public. However, if a more targeted campaign is required, then a specific landing page can be set up so only those marketed to via the direct mail campaign will be tracked. It's really up to the marketer and how granular they want to get with their tracking.

CEO CFO: Are there particular types of companies or services where this would be a better option?

Mr. Kugler: Any company that is doing a mailing for promotional purposes automatically qualifies for DirectMail2.0. If a company is small we do an added step to drive more traffic to their site because follow-up ads require a certain number of visitors before the following can begin. What we do is run a geo-targeted campaign and blanket a certain radius around that local business to drive new potential prospects and customers to the site who will then be followed around for weeks/months. We tailor the campaign to the type of business so that it will be most effective by researching the marketer's keywords and demographics that would most likely be interested in their products or services. We then review and refine the campaign to ensure it is driving unique, relevant traffic to the website who then become members of the follow-up list. And again this all in an effort to dovetail and amplify the effectiveness of the direct mail campaign with the ultimate goal to provide leads and customers to the marketer via phone and internet sources which are trackable.

CEO CFO: Do you reach out directly for potential clients?

Mr. Kugler: We only partner with mail service providers, commercial printers, ad agencies, print brokers, basically companies who sell direct mail to marketers. We do not intentionally go directly to the marketer themselves; we go to a partner who then resells it. We consider them a partner because we are doing the work with them to set up these campaigns and handle the fulfillment of the three services that we offer in one convenient package. I guess you could say some of our efforts to market our product filters down to an end-user and then they contact us directly and say they want to use it. We then refer them to one of our partners because we do not do printing and mailing ourselves, nor do we want to be in direct competition with our partners. Our product is the technology and the platform we have created to help the marketer zero in and improve their ROI and thus grow their business.

CEO CFO: Is the direct mail industry large today?

Mr. Kugler: Bigger than ever! Today even printing companies have gotten into the mailing & marketing business and have become direct marketers themselves. **Who would benefit from this product?** Anybody that has to get a message out, from automotive to non-profits, it is unlimited and especially smaller to mid-sized businesses who do not have the expertise or the staff to launch and run an online campaign. Even if they do run an online campaign, how do they coordinate it with a direct mail campaign to maximize the results? This platform combines those services into one so they do not need an online marketing firm, a printing and mailing house, and have them coordinate it so an internal marketing infrastructure which most small businesses do not have and cannot afford. Even for a large business there are obvious advantages...in large companies doing huge campaigns are not usually coordinated let alone tracked by separate media. The Social team isn't talking to the direct mail team and neither are really talking to the online ad team so for only a few cents more the direct mail team can mount an all-out campaign without trying to coordinate it with the other departments in a huge corporate environment.

CEO CFO: Are business people aware they can do more with direct mail?

Mr. Kugler: I think there is definitely a need for our partners to push that message. I think there has been a natural decrease in direct mail marketing over the years because the shiny new object in the room is the internet and the latest buzzword Social Media. People gravitate towards that. Ten or fifteen years ago banner ads were all over the internet and everybody wanted to do banner ads. It did not take long until it was realized that the responsiveness and the ROI on those things was horrible and it was not until Google came out that with some of their products that it was a little smarter in targeting and that online advertising even began to show an ROI. It is like anything else, people tend to gravitate towards

what is new and then come back to the fundamentals. That is where we have an advantage because we are back to using the fundamentals and combining it with the best and most successful online ad types.

CEO CFO: *What is the competitive landscape?*

Mr. Kugler: Nobody is doing exactly what we are doing with the simplicity and clarity in which we are doing it. I think that we have the secret sauce. It is not that we couldn't be copied but we feel we are delivering what works not what's cool and trendy. Some of our founders and our executive team have been fifteen and twenty years experience in the direct mail space and I think based on that experience that this platform came about. Don't get me wrong....we are not sitting by on our laurels or banking everything on our past experience we continue to innovate with our ear to ground and listen to our partners, customers and watch every change in technology with a careful and discerning eye.

CEO CFO: *How is business?*

Mr. Kugler: Business is great. There is so much excitement around the product that I am giddy about it. We are going to be rolling out the next version in May of our platform. It is something that a lot of our partners and clients have been asking for. We are going to add a social media component. Not only will there be the phone tracking and the online follow-up ad but we are going to add our Facebook/Instagram component as well and our partners and customers are absolutely chomping at the bit for that.

CEO CFO: *Do you need to add staff as you work on campaigns with your resellers and clients?*

Mr. Kugler: Absolutely! For every partner it could mean that we are running or overseeing some 500-1000 campaigns. To set up all the backend on this so it is all coordinated, it requires people that have not online marketing experience but direct mail and fundamental marketing experience. I expect we will be adding staff every month from now until gosh knows when.

CEO CFO: *Why is Direct Mail 2.0 noteworthy?*

Mr. Kugler: To me, the most obvious reason to pay attention to is we are the first company that has created a seamless integration between direct mail, phone and internet follow-up in one measureable place so that marketers can easily track the ROI and efficiency of their direct mail campaign and multiply its effectiveness across all mediums. Nobody else is doing that. If I am going to send out a direct mail campaign, I am going to spend thousands of dollars on mailing out pieces and not know what the result is or no way to track it. DirectMail2.0 gives me the piece of mind to know that I am actually going to be able to tell that I spent good money and it got me something.

