



## Integrated Direct Mail Solutions For Direct Marketing Challenges

With nearly 20 years of direct response service experience, **1 2 1 Direct Response (1 2 1)** understands the unique needs of our nonprofit and commercial clients. Whether you need direct response marketing for fundraising, donor acquisition, donor re-activation, donor renewal, B2B or B2C lead generation, direct sales, customer care, collections, campaign performance analysis, or sales process tracking, **1 2 1** is the partner for you.

**1 2 1** has unique direct mail capabilities that we can integrate into your direct response marketing efforts to *leverage, improve, and optimize* campaign performance. By **coordinating direct mail** with daily and periodic contact activities (phone, mail, or e-contact), **1 2 1** builds an integrated communications and response campaign that optimizes results.

### 1 2 1 Direct Mail Excellence:

**1 2 1** can help your organization to:

- **Use daily direct mail fulfillment** to amplify results of daily inbound and outbound client contacts..
- **Identify, acquire, and test** prospect lists for mail, phone, or combination responsiveness
- **Test responsiveness** of various phone call dispositions to direct mail appeals.
- **Segment, analyze, and test** responders to alternative media appeals.
- **Customize contact strategies** based on segment performance and **1 2 1** communications techniques.

Let us help you identify and analyze responses from unproductive list segments, list segments that respond to different contact strategies and timing, high-response segments that can be used to model and find similar targets, and responder segments based on time of day and appeal styles. This is true **1 2 1 Direct Response** marketing.

Let us help you appropriately match the direct response contact technique with the contact preference of each individual prospect, customer, or donor. We are leaders in segmentation strategies that improve all measures of direct response performance, but the foundation of any successful campaign is excellent contact center and direct mail performance, and **1 2 1** performs!

### ▶ Integrated Direct Mail Marketing Solutions Outsourcing Applications:

- Direct Sales
- Fundraising
- Lead Generation
- Donor Re-activation and Renewal
- Inbound Customer Service
- Inbound DRTV sales

### ▶ Integrated Direct Mail Marketing Applications:

- Increase Response Rates
- Increase List Penetration
- Increase Lifetime Value
- Reduce Acquisition Cost
- Identify Response List Segments
- Estimate Market Potential
- Identify Response Preferences of Individual Responders
- Move Contact Center Non-responders to Direct Mail
- Re-activate Lapsed Mail Responders with Contact Center Techniques

#### Corporate Headquarters

9350 Ashton Rd. Suite 202  
Philadelphia, PA 19114  
Phone: 215-333-5900 / 800-371-1300  
Fax: 215-333-1583

## Combining Advanced Technology with Experience and Expertise

Using state-of-the-art outbound and inbound contact center technologies as well as in-house direct mail and fulfillment facilities, **1 2 1 Direct Response (1 2 1)** is able to provide optimal efficiency in list penetration, closing ratios, average sales, lead generation, and other direct response campaign metrics. By analyzing results from direct mail, phone, and other contact techniques, we help you determine the contact strategy that will generate the best results. Call us today to learn more about how we can help you.

No matter how efficient and elaborate the technology may be, without old-fashioned know-how and a commitment to communicating on a one-to-one basis, program performance and marketing metrics will prove ineffective. With **1 2 1** you have the flexibility to test multiple contact strategies, in an integrated and intelligent way, to drive outstanding campaign results.

### Direct Mail Integration Excellence:

**1 2 1's** Direct Mail Division is integrated into our contact center operations, enabling us to rapidly coordinate direct mail fulfillment response with daily telemarketing activities. This division provides copywriting, graphics design, and full lettershop capabilities that react quickly to telemarketing campaign results.

### Database Building and Segmentation Analytics— The Foundation of Direct Response Excellence:

Whether it is list acquisition, responder or donor segmentation, or lifetime value analysis, **1 2 1's** objective is to use **Smarter Marketing** intelligence to develop targeted direct response strategies, employing the contact channel (phone, mail, e-contact) that matches the contact preference of the prospect, client, or donor. **Let us show you** how we can build and manage marketing databases and information systems to help you increase direct response results!

### Telemarketing and Telefundraising Excellence:

**1 2 1's** commitment to low coach-to-agent ratios (12:1), and an intense, goal-driven management culture delivers outstanding performance for all of our clients. Innovative donor acquisition, lapsed donor re-activation, and other gift optimization strategies integrated with honed phone and mail techniques is what **1 2 1** does every day, with excellence.

## Direct Mail Integration Solutions



### ► 1 2 1 Promises

#### **Brand Integrity**

*Protecting* the brand of our clients while selling their value.

#### **Professionalism**

*Communicating* with prospects, customers, donors, and members with the highest level of integrity.

#### **Productivity**

*Meeting* our clients' acquisition cost and campaign performance goals.

#### **Partnership**

*Respecting* each client as a partner, with a willingness to share risk in a way that serves the interest of our clients, their constituents, and our firm.

#### **Advanced Database Management**

*Deploying* intelligent list acquisition and database management systems to generate incremental campaign performance.

#### **Compliance**

*Utilizing* advanced scripting and calling technologies to create the most productive partnerships, while helping clients to comply with stringent telemarketing and charitable institution regulations.

#### **Direct Mail Fulfillment**

*Assisting* clients with copy design, graphics, printing, folding, insertion, perforation, stamping, and mailing services.

*Specializing* in small- to high-volume mailings, including the daily mailing of fulfillment or follow-up mailers in response to daily calling activities.