

Boost Consumer Mindshare and Walletshare with Personalized, Relevant and Targeted Campaigns

We'll show you how to de-mystify your data and tap into the power of cross media and digital printing to stretch marketing dollars and improve campaign results.

Relevance: The New Marketing Imperative

Consumers have more choices than any time in history. Entire categories are jammed with me-too and look-alike products. How do you make your brand stand out amongst the clutter? How do you attract the mindshare, and ultimately, the wallet share of your consumers? The key is to make your offer not only attractive, but relevant: **Relevant Content. Relevant Timing. Relevant Media. Relevant Offer.** And according to the USPS, direct mail is still the most popular route to reaching a wide audience cost-effectively. The combination of digital print with variable data for personalization helps you achieve relevance at a very low cost.

Put Technology to Work for You

Just how important is it to print in color? What can personalization do for your campaigns? As a general guideline, increased use of personalization and color, on average, improves:

- **Response rates by 34%**
- **Order value by 25%**
- **Repeat orders by 32%**
- **Overall revenues by 32%**
- **Response Time by 35%**

Let us show you how to leverage personalization and color to improve your campaign results!



Print it, Personalize it, Mail it

Did you know you could save time and money by using one vendor to coordinate and manufacture all of the components that would drive your campaign? Beginning with raw data, to delivering the final relevant piece to your customer's mailbox is our specialty. And you can count on us to mail smarter by applying maximum postal discounts.

Cross Media Marketing

Personalized marketing comes in many forms. CrossFire cross media marketing goes beyond traditional direct mail, by leveraging the ease and power of web and email to keep the dialog going between you and your clients or prospects. We'll show you how print, pURLs, landing pages and QR codes make your marketing dollars work harder for you.

Tap into our Deep Expertise

Need Ideas? Bring us in at the concept level, tell us your objectives, and we'll help you design a campaign that will produce your desired results. We create the full application using data, technology, templates and segmentation so that the right message reaches the right audience, at the right time.



“It’s all about the data.”

-Linda Bova, President, Primadata LLC

Don't let lackluster customer or prospect databases hinder your marketing efforts.

We can make the information you have work harder for you.

Clean It Up

Look for a vendor who can help you clean up your consumer data, while offering you innovative ideas for improving your data capture methods. We provide database parsing, de-duping, merging, purging, coding, data record add-ons, merge fields, case conversion, and segmenting.

Make It Sing

Once it is cleansed, we have the ability to dissect the information and build codes within the data to trigger selective messages. It has been our experience that databases include much more useful information than our Marketing clients have generally thought possible.

Get Smarter

Capture new information about your customers. Opt-in campaigns, customer surveys and incentives have all been used very successfully to beef up flimsy databases and give you more insight into your consumers' buying preferences.

Segment Your Customers

Segmenting your customers by certain criteria such as brand preferences, buying habits and demographics will allow you to develop offers with razor sharp precision. Selective messages, calls-to-action and use of relevant images are just a few examples of how to

apply segmentation to your campaigns. We'll examine your data, suggest ways that it can be segmented, and design templates that will drive the final pieces for your campaign.

Make Multi-Channel Work for You

Using multiple channels to reach your customer when and how they want to be reached has been shown to boost results, by making the customer feel in control. Combinations of direct mail pieces, with pURLs (personalized URLs) and follow-up emailed offers can significantly lift results and improve revenue.

Quick, Painless Set-up

When you work with as much data as we do, experience breeds efficiency. We've never met a database we didn't like or couldn't improve. And we've never let data make us miss a deadline. That's the Primadata difference!

