DMS Capabilities

AGILE, RESPONSE-DRIVEN MARKETING FOR OVER 35 YEARS

Prepared for:

THE NONPROFIT ASSOCIATION OF OREGON
Connect. Improve. Advance.

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Our Mission

To continually build our reputation as direct marketing experts who know that success comes from establishing long-term partnerships based on trust, accountability, honesty and integrity.

We understand that successful direct marketing campaigns are built upon a strategic foundation of data, offer, creative and expertise in testing and fine-tuning to maximize results and your return on investment.

We commit to each client our absolute best, which is measured in response, lead conversion and retention.

We are a multifaceted, full-service direct agency offering expertise in all channels to achieve success, and we do it all under one roof.
DMS at a Glance

- Industry leader in the financial services category, working with several top 10 lenders (creative and production)
- Vertically integrated SOC 2 compliant to ensure security and data integrity
- All production services done in-house — 325 employees with 24/7 hours of operation
- Direct marketing leader in financial, healthcare, insurance, non-profit, technology and retail — creating and producing up to 50 million pieces per month
- Third-party processor for all three bureaus
- Complete analytics and data procurement / data processing team
- CPL / CPF approach to the strategic and creative process
- Tested dozens of package formats and have found the “secret sauce” for optimizing response and profitability
- Complete direct marketing solutions provider — concept through delivery — under one roof
- “A-la-Carte” approach, use our production, agency or both
- HQ in Portland, OR with a satellite location in CA
- Redundant QC procedures and processes
- Focus on sustainable production practices — FSC certification, recycling, waste reduction
- Dedicated mail delivery optimization team
- IMB-certified, state-of-the-art commingling and DMU

*DMS can add value all the way through the supply chain from data to creative to production (offline and online). This holistic approach and process makes DMS ideal for companies that need a partner with the perfect blend of experience, quick turns and a huge entrepreneurial spirit.*
Experience

WHERE TRADITION AND INNOVATION INTERSECT
Blocking and Tackling
How DMS Approaches Every DM Campaign

Developing an integrated campaign based on proven strategy

- DMS uses the tried-and-true direct “playbook” to attack all strategic opportunities (offline and online).
- After more than 35 years, we have found that DM is, and always will be, prioritized by focusing on the following three categories (in order):
  1. **Data** – Target based on campaign-specific analytics
  2. **Offer** – Perceived value is essential: “What’s in it for me?”
  3. **Creative** – Create what the budget can afford and what the market is responding to

- Until we have correct target market (and metrics) assigned, no offer or creative will be effective.
- Each time we have deviated from this formula, it resulted in a humbling experience.
- This approach has been deployed in all sectors, from retail to healthcare to financial services.
Our Reach and Industry Experience

With clients in 23 states nationwide, in a variety of markets and demographics, DMS’ expertise touches millions. Since 1982, we’ve expanded our reach into a wide range of markets, some of which are listed below.
Account Management Solutions

Our 15 seasoned Account Managers are the bridge between your challenges and our solutions.

• Single point of contact model to make your life easier
• Direct marketing experts and an extension of your team
• Extensive experience in multiple industry categories
• Experienced with bureau data-based campaigns (DMS is a third-party processor for all bureaus)
• Actively engaged in creative strategy and production — they won’t just “push paper,” they will add value
• Ardent thinkers and communicators who manage the entire process from start to finish
• QC and QA experts — you can expect all your projects to run smoothly and efficiently
• Cross-trained to ensure continuity — you’ll always be covered
• Custom service solutions — there is no cookie-cutter approach
• *There will be no learning curve, we know what works*
Project Management Tool – CampaignMinder™

- Proprietary technology
- Provides clients a portal to view campaign details
- Customizable for each client (no limit)
- Supported by world-class server network
- API connections for all GA / CRM reporting
- All campaign tactics can be managed through this portal
- SOC2 compliant
- Data, creative, reporting, etc.
- Version management functionality
- Auto updates to alert clients when a task is complete (attribution).
- Relational database functionality with ad-hoc reporting capabilities

**Log in page** – Secure log-in, up to 10 seats.
Strategic Solutions

We collaboratively and proactively make recommendations that will optimize:

1) Testing
2) Channel selection
3) Data selects (risk & response)
4) Tempo
5) Creative (for offline and online channels)

DMS will streamline the entire process.

We embrace your needs and goals and then develop a customized direct strategy to exceed them, this includes:

- Data analytics strategy
- Model review
- Format / message efficiencies
- Competitive landscape analysis
- Tracking and reporting
- Campaign planning

Our goal is to test and recommend only those items that are relevant. Every campaign should be a step forward.
Acquisition Lifecycle

DMS can customize an attribution strategy for your needs and goals. By coordinating ancillary efforts to maximize reach, we can deploy marketing that drives ROI.
Attribution-Based Digital “Direct”

We bring our direct response experience, thinking and strategies to the table and embed them in our digital “direct” executions. The sole purpose is to make the DM campaign 1) have a soft landing, 2) increase the shelf life and 3) not miss a lead.

Highlights of what we do:

- Overall digital “direct” strategy
- Email campaigns both retention & acquisition
- Social media content creation and distribution
- Mobile device targeting*
- Google / Bing cookie-based retargeting
- VLOG development (education content)
- Web site development & hosting
- Micro-site development & hosting
- PPC / SEO development & management
- IP Targeting*
- Attribution-based analytics and reporting
- Pixel – based reverse append (IP address to dm address)**

*IP/Device targeting, when coupled with DM, can improve response more than 15%. We have 12-months worth of response data to pull from – we know the day, time and in-home match needed to optimize this channel.

**DMS is one of only a few companies nationally that can utilize this technology.
Creative Solutions

Our Creative Director, Digital Designers, Graphic Designers, Proofreaders and Copywriters breathe life into your marketing campaigns, and drive home your call to action.

• They’re channel-agnostic, direct marketing experts — ready to optimize your response rates with a powerful combination of new technology and time-tested methodology.

• Print, digital, retail and event marketing, collateral and premiums, CRM, B2B, B2C — they’ve done it all.

• We don’t measure the success of our creative in the number of awards won. At DMS, we’re not about flash, we’re all about results.

• QC and QA experts — you can expect your projects to run smoothly and efficiently.

• All creative is thoroughly proofread, whether it’s created in-house or supplied — we make sure it’s right.
Production Solutions

Not only is DMS a world-class agency, we are also the largest mailer in the Northwest. On a monthly basis we produce up to 50 million pieces of mail.

All production services are completed under one SOC 2-compliant roof. This includes:

- Pre-press
- Web, sheet and variable digital printing
- Envelope manufacturing
- Imaging (laser, MICR and inkjet)
- Card affixing
- Bindery
- Lettershop
- Dedicated mail delivery optimization team
- IMB Cert.
- Commingling (3-days a week)
- Card manufacturing
- Card embossing, encoding and labeling

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We’ve built an industry-leading data / development team rather than a list of outside service providers.

Data processing
- CASS Certified for Address Correction
- PAVE Gold Certified Presorting
- NCOA processing
- Geo-Analysis
- Merge / Purging
- List Scrubbing
- PDF Processing
- USPS documentations and reports
- Campaign tracking and Reporting
- Secure file transfers via secure SFTP server
- Data secured using AES-256 bit PGP Encryption
- DOD methods of secure overwriting and shredding of paper documents
- Additional Custom Data Solutions

Data / Analytics / Development
- Strategic planning
- Modeling (Risk/Response)
- ITA / FCRA expertise
- Sub-state model development
- Model refinement / optimization 7 analysis
- Third-party processor for all bureaus
- Testing matrices construction
- Response analysis
- Media / channel integration and strategizing
- Data warehouse development & hosting
- Custom development applications
IT Security Solution

Protecting our clients’ data assets is our priority — this is our commitment.

Our dedicated IT/Security Team maintains:

• Setup of all secure data transfers
• Processes documentation required for SSAE 16 / SOC 2 Compliant (updates, policy changes, record keeping)
• Company servers (PC and Mac) and firewall
• Email systems/service/network administration
• Internet systems/service (business need access levels, site-blocking, etc.)
• Currency on threats and risks to our network
• Relationships for security auditors, secure disposal and data destruction services
• Control over our physical security system
• Our internal security audits/policy review — SOC 2 Compliant
Thank You