

CCC Direct Mail Optimization Suite

Today's economic challenges have the industry looking for value based solutions that can help turn the marketing ROI back in its favor. Cross Country Computer's Direct Mail Optimization Suite provides the insight needed to identify the best targets for your offer while streamlining processing and bundling costs for higher margin.

The Cross Country Solution

Our Direct Mail Optimization Suite provides the tools you need to improve the performance of direct mail efforts by raising your gains and lowering your costs.

Optimize Customer Contacts Based Upon Expected Returns

- ▶ Segment your buyer file based upon payback potential through insights obtained with our database management system, CrossSelect. Execute the ideal contact strategy to each segment with our embedded campaign management tool.

Target Prospects the Appropriate Number of Times

- ▶ Understand how prospect promotional history impacts your current mailing's performance by knowing the ideal times to mail a given offer and the appropriate interval between contacts.
- ▶ Leverage this understanding to avoid the point of diminishing returns for your prospecting efforts by eliminating those you have mailed multiple times without eliciting a response.

Evaluate Performance and Highlight Lessons Learned

- ▶ The influence of the internet in today's market has made it more difficult to understand the true drivers of response. Let Cross Country help you evaluate each campaign with our sophisticated match-back solution that ties your transactions to your campaigns to help you better understand what is working and what is not.

Make Every Book Count!

- ▶ Reduce postage costs and improve deliverability with CASS Certification, NCOA, LACS, Deceased, Prison and related address standardization and suppression services.
- ▶ Improve your ability to accurately remove unwanted duplicates with our blended matching logic, leading to less waste, better response and improved margins.
- ▶ Identify, correct and classify job titles to identify optimal decision makers and improve targeting, delivery, response and ROI with our Title Beautification program.
- ▶ Leverage our Proactive Marketing Recommendations after each campaign, to save you money, identify strengths and weaknesses of individual house segments vs. rented lists, make better decisions and increase your response rates.

Why Cross Country Computer?

We have been servicing all aspects of the direct marketing industry for over 30 years with affordable value based solutions that allow all companies to be more strategic. We excel at B2B where other companies fail to deliver. For more information on Cross Country Computer's marketing solutions, please contact us at (631) 231-4200 or via email to Inquiry@CrossCountryComputer.com to schedule a consultation.

