

Data Driven Marketing Campaigns

We will help you merge your insights with our marketing creativity to create optimised campaigns that engage your customers, prompt response and ultimately achieve your goals.

What we do

Data driven marketing campaigns improve efficiency, and with it ROI, protecting your brand by reducing irrelevant communications.

Processing is streamlined by generating hyper-personalised deployment-ready files that flex in terms of volume and variable content.

Add to this the opportunity to include variable personalised links and QR codes and you quickly realise merging your data should be at the heart of your planning.

What you get out of it

The deliverables from this can be many and varied including email, direct mail, online advertising and personalised webpages. We work with you as partners to determine which channel-to-market best suits your goals and bring our 23-year design and marketing experience into play to maximise your response rates.

The final campaign might include:

- Hyper-personalisation
- Variable volumes
- Personalised landing pages
- Automated response
- Real-time remarketing
- Basket drop-out remarketing
- Prospect Cycles
- Upsell / Xsell material
- Loyalty marketing
- Retention Cycles

Ready to talk?