

Phyigital Omnichannel Communications

Seamlessly integrate physical and digital communication channels providing a unified customer experience.



Informed Delivery Campaigns

A consumer facing USPS feature that gives eligible residential customers the ability to see a daily digital preview of their households mail and the ability to visit a target website. Campaigns allow consumers to take action and respond to marketing campaigns immediately. Mailings with Informed Delivery Campaigns receive a 4% discount on postage for the rest of the 2023 calendar year.



QR Codes

Direct customers to product information, videos, or other online content.



Augmented Reality

Overlay digital information onto the physical world, such as providing customers with the ability to see how products fit in their space.

Mail and digital are the most effective combination for driving customer action and can also qualify for significant postal discounts!

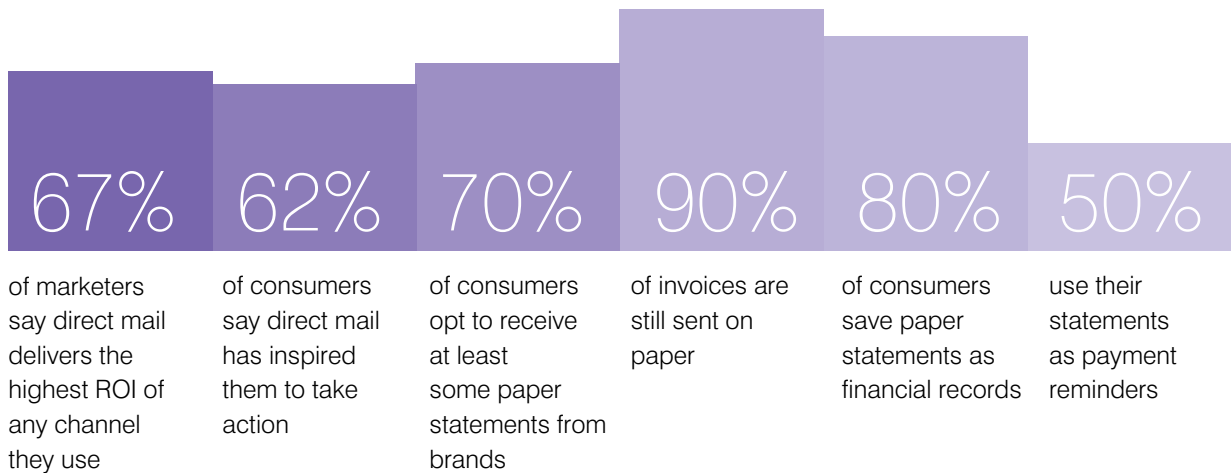


27%

Response rate achieved on direct mail when paired with email



While consumers value the speed and convenience of digital transactions, 70% of consumers opt to receive at least some paper statements from brands. Direct mail is also highly effective for both marketing and transactional applications, with a 13x higher response rate than email.



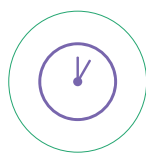
Source: 2022 State of Direct Mail Report

The Truth About Direct Mail



67%

of direct mail is opened



82%

of direct mail is read for a minute or more



56%

of consumers who responded to direct mail went online or visited the physical store



62%

of consumers who responded to direct mail in the past three (3) months made a purchase



>84%

reported that personalization made them more likely to open a direct mail piece

Source: InfoTrends

Retargeting

Informed Delivery and QR codes provide a rich source of first-party data which provide a significant source of insight. Response data can be tracked down to the individual level which allows marketers to retarget consumers based on their purchasing intent. Consumers who are retargeted with display ads are more likely to convert by 70%. (Source: eMarketer)

DG3 helps businesses create and implement omnichannel marketing campaigns. We offer a variety of services, including:



Strategy development

We help businesses develop omnichannel marketing strategies that align with their overall business goals.



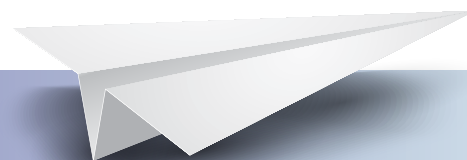
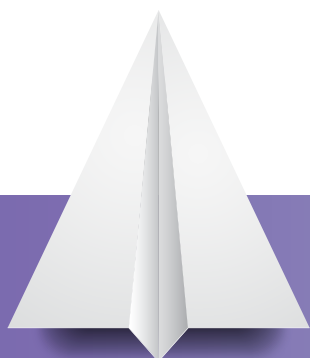
Campaign execution

We help businesses execute their omnichannel marketing campaigns across all channels, including email, web, and direct mail.



Campaign measurement

We help businesses measure the results of their omnichannel marketing campaigns to identify what is working and what is not.



Get in touch for a **FREE** scoping session and pricing proposal.

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