



PROVEN
DIRECT

MARKETING STRATEGY. EXECUTION. RESULTS.

Check This Out!!

TOPICS	Printer	Agency	Proven Direct
Understands Direct Marketing best practices	No	Maybe	YES
Understands list development best practices	No	Maybe	YES
Understands segmentation & messaging	No	Maybe	YES
Graphic Design	Maybe	Yes	YES
Understands response tracking & analysis	No	Maybe	YES
Skilled Production IT Staff	No	No	YES
Project Managers who understand variable	No	Maybe	YES
Digital Production Equipment	Maybe	No	YES

Tired of vague, non-specific, and more importantly non-responsive marketing campaigns?

Proven Direct is unique in providing specialized direct marketing programs customized to reach our clients' goals and exceed their expectations. From conception and data management to printing and execution we are a full service provider, able to offer our personalized service every step of the way. **We get results.**

MARKETING STRATEGY. EXECUTION. RESULTS.



STRATEGIC CONCEPT & DESIGN

Our creative team members are masters at crafting marketing messages that work for your company. We have created thousands of successful campaigns because we simply take the time to understand each client's business and their marketing goals. Armed with this understanding, we strategically develop effective direct marketing campaigns.



MANAGE DATA

We understand that the more you know about your customers, the more effectively you'll be able to maintain those important relationships. Solid data increases relevant communication, which drives improved response. Proven Direct will assist you in getting the most from your data through our analysis and hygiene processes.

DIGITAL PRINT

We make your communication come alive...the content of each printed piece is produced to appeal to each individual recipient with personalized text and graphics specific to them. Over 98% of the millions of digitally produced communications we print each year are versioned, variable or customized. As an early adopter of this technology, you can be sure you're working with a partner whose quality and experience are unmatched.

INTERACTIVE

Could your organization benefit from having fully customizable marketing materials available online? Our application development team utilizes the latest programming tools to build custom web portals.

Today companies are trying to increase sales with limited promotional and marketing budgets. Now there is a solution that can not only increase sales but also, save money through the production of highly targeted and effective sales communication materials.

Benefits include:

- The ability to track marketing activity results
- Significantly increase **Return on Investment** for your marketing programs
- The ability to select or build marketing collateral from pre-approved templates
- Eliminate waste and obsolescence.

Monitor and measure your campaign results with Personalized URLs. Proven Direct is a nationally recognized leader in the development and deployment of campaigns utilizing this exciting new technology. You will know the moment your prospect or customer responds to your call to action!



MAILING

Direct mail success and positive return on investment is not only realized through customization of marketing campaigns but also through high-quality fulfillment and distribution. Proven Direct combines state-of-the-art technology with dedicated expertise to obtain the lowest possible postal rates, and to give your projects the care and attention they deserve at every stage of the mailing process.

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