DirectMail2.0®

Printers and **direct mail companies are struggling** due to the increased appeal of digital marketing.

This issue is hitting printers from multiple angles:
- Their clients are less impressed with their direct mail results
- Print is harder to sell with budgets moving to digital marketing

A revolutionary **software has come to the rescue** for printers and direct mail companies in the US!

The software was beta-tested with one large direct mail company and their results were:
- **70% increase in reorders** from clients who added this service to their campaigns
- **$1,222,113 in additional revenue** from up-charges for the service in a 12-month period.

The software is private-labeled for each printer and their clients can log in to see their results in real time. The software automatically adds the following features to every direct mail campaign:

- **Call Tracking:** See in real time how many calls each direct mail campaign generated and listen to call recordings
- **Mail Tracking:** See in real time what mail has been delivered and scheduled delivery dates
- **Google Follow-Up Ads:** Online banner ads are displayed to the same people receiving the mail piece, generating exponential response.

The best part is that DirectMail2.0 is priced so that **even small printers can afford it**. There is just a small setup fee and then a per piece price for clients' campaigns. There is even a "try-it-before-you-buy-it" option where you can run one client's campaign through the software before paying any setup fees.

Get a free demo or view case studies at www.DirectMail2.com

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