

GO DIRECT MARKETING

EXPERTS IN GROWING BUSINESSES

BY MANAGING AND UNDERSTANDING

CUSTOMER DATA



1. PLAN

Strategic planning on all aspects of DM to deliver growth



2. BUILD & PROCESS

Host SCV databases and manage all data requirements



3. UNDERSTAND

Who your customers are and how to communicate with them effectively



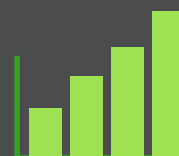
4. PREDICT

Predictive analytics to help improve targeting and optimize ROI



5. EXECUTE & DELIVER

Managing all aspects of a campaign from point of artwork to the doormat



6. REPORT

All campaign reporting, KPI's, attribution and analysis for future planning

**EXTENSIVE EXPERIENCE WITHIN THE
RETAIL AND HOME SHOPPING MARKETS**

*go*directmarketing
exceeding expectations

**WEB BASED SCV GIVES HOURLY SALES
FIGURES, KPI'S AND CUSTOMER REPORTING**

*go*analyse
real time data intelligence

For more information please contact your representative or debbie@godirectmarketing.co.uk