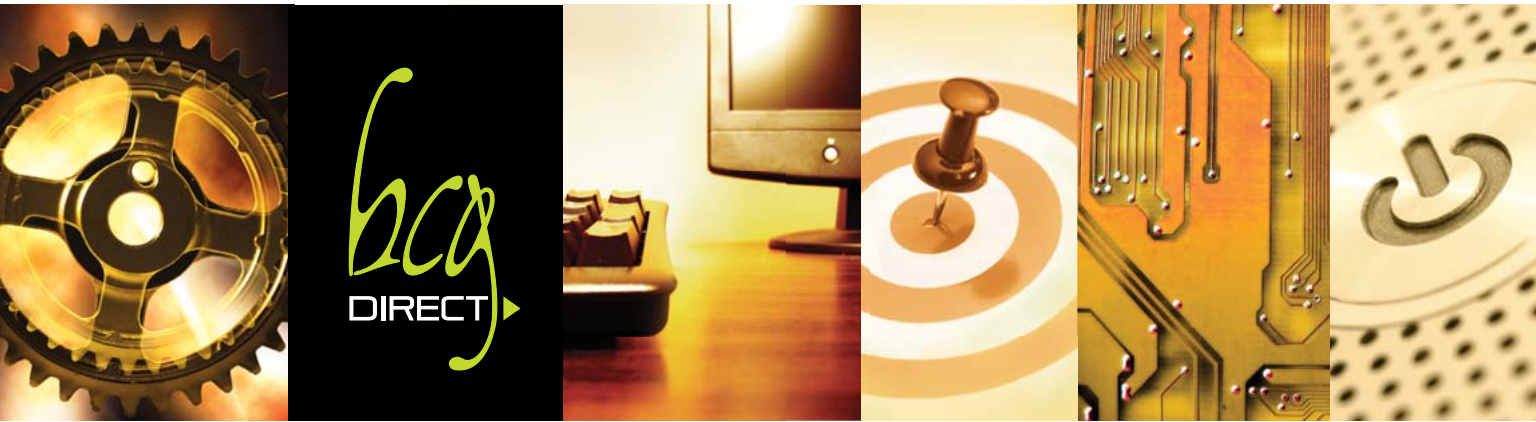


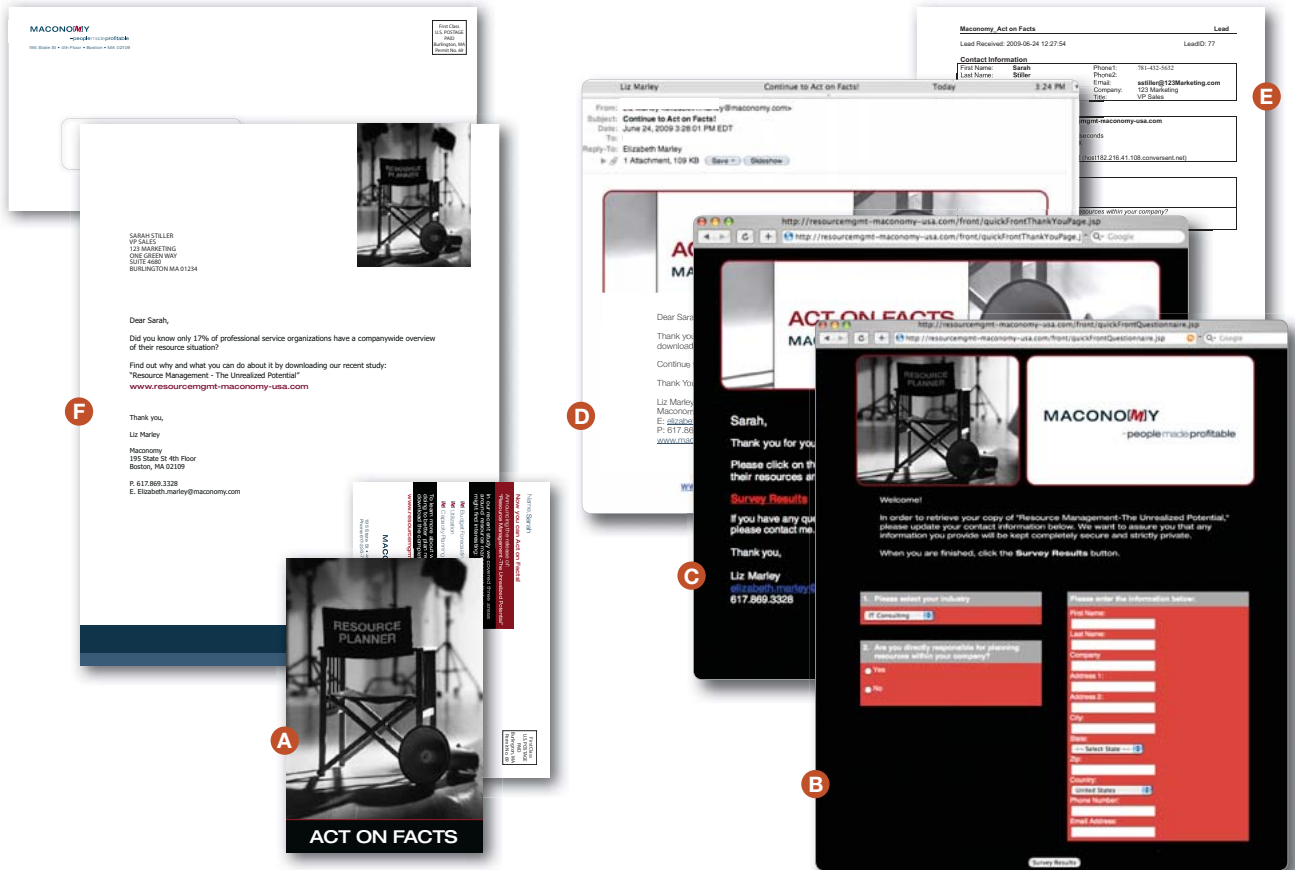
Cross Media Campaigns for Technology



According to a recent DMA study, more than 42% of interested direct mail recipients prefer to respond online. Incorporating Cross Media Campaigns into your current marketing plans will deliver qualified, educated prospects and valued customers. Cross Media Campaigns link the impact-power of direct mail with the interactive capabilities of the Internet. The concept utilizes a combination of direct mail, web response, E-mail and text messaging to get your message across, and most importantly, track the results in real-time via your private web portal. Together, this integrated solution enables you to Attract, Interact and React to your qualified prospects.

Cross Media Example

Lead Generation



Initially Maconomy USA administered a Cross Media Campaign to prospects about their company's Resource Management tactics. To promote the survey results, Maconomy continued using an interactive campaign. However, they had faced some difficulty in managing, accessing and retrieving prospect information.

The solution was to develop a landing page for a two tiered campaign that allowed:

1. Prospects to update contact information for Maconomy's database.
2. For real-time notifications to be sent to the Sales Representatives when a lead came in.
3. The entire campaign to be viewed and managed from any computer.
4. Maconomy to view, track and calculate campaign results.
5. Future campaigns to be developed and managed from one location.

- A** An initial postcard was sent directing prospects to a landing page to download survey results.
- B** Prospects who logged on were directed to a "Welcome" page. They were asked to update their contact information and answer two questions in order to access the survey results.
- C** After submitting their information they were directed to a personalized "Thank You" page. Since all prospects were previously designated to a Sales Representative, Maconomy needed a solution to make sure the right prospects were sent to the right people. BCG designed the "Thank You" page to meet this need. How the prospect answered the questions on the "Welcome" page determined which Sales signature appeared on the letter, and who received the email alert.
- D** A timed, follow-up E-mail to the prospect was sent thanking them for their interest.
- E** An E-mail alert was sent to the Sales Representative with an attachment containing prospect contact information and survey results as soon as they submitted their information.
- F** Prospects who did not submit information after a two week time frame were sent a follow up letter.