



AM Immersive Marketing

Do your campaigns add value? Move away from one-to-many segmentation to a one-to-one approach, increased response rates and customer satisfaction.

Reaching a customer or prospect one time isn't enough. A process of multiple touches and utilizing multiple channels produces the most effective results. Immersive marketing is our integrated marketing approach to achieve maximum results using a multiple channel, multi touch process.

Mail Tracking

- Outbound Tracking & Reporting
- Multi-version Projects Supported
- Supports Full-Service Intelligent Mail
- Easy to Use

PURLs and QR Codes

- Generate More High Quality Leads
- Incorporate Electronic Channels in Your Marketing
- Multiple Response Channels
- Reporting & Analytics Available

Text Messaging

- Scheduled SMS Text Messages
- Shortcode Gathers Responses & Additional Information
- Opt-in Offers
- Social Media-Send Scheduled, Fully Personalized Messages to Followers

Emails

- Email Marketing
- Triggered Emails by Mail Delivery
- Triggered Emails by Landing Page Visits or Previous Emails
- Coordinated, Single Source Digital Marketing Campaigns

Landing Pages

- Personalized
- Customized/Responsive
- Optimized for Web, Mobile or Tablet
- Track Views & Conversion Data

Reports

- Track Mail, Launch Campaigns
- Measure and Improve Marketing Performance
- Delivery Status of Outbound Channels – Direct Mail, Email and Social Media
- Landing Page Visits & Web Link Clicks



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