



## A MULTI-CHANNEL APPROACH: TURBOCHARGE YOUR CAMPAIGNS

When it comes to direct marketing, email continues to offer the highest ROI of any digital media. However, we've found that supplementing email with additional channels gives our clients a true multi-channel approach that not only increases reach, engagement and ROI but also decreases per-lead and per-sale costs.

### HOW IT WORKS



### ABOUT US

Since 1992, Infocore has helped marketers build strong relationships with new and existing customers.

### YOUR PARTNERSHIP WITH INFCORE DELIVERS:

- Volume pricing from our approved data suppliers
- 100% CAN-SPAM, CASL, GDPR & CCPA compliant data
- Campaign management expertise
- Direct-to-consumer efficiency

### CASE STUDY 1

For this campaign, our strategy included 2 emails plus 3 impressions per individual on social, mobile and desktop channels. We found that adding the digital display and mobile ads to the email marketing campaign resulted in:



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## DATA-AGNOSTIC APPROACH

We don't own any data, nor do we have any affiliation with any data providers that might influence our recommendations. That means you get the highest performing, highest quality lists available on the market today, tailored to your specific needs.

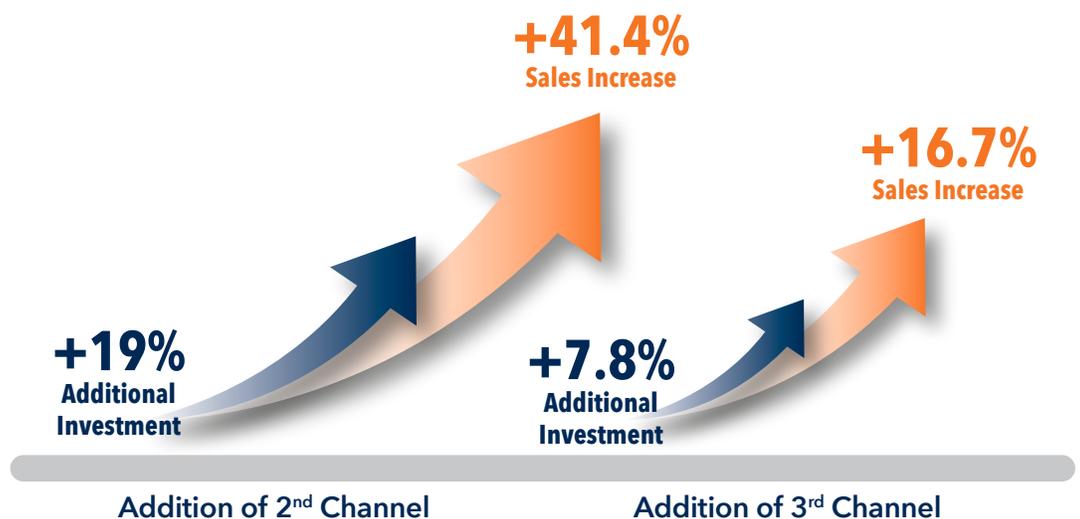
## MULTI-CHANNEL MARKETING EXPERTS

Not only are we data-agnostic, but we are also media-agnostic. We will consider all media channels as part of our recommendation for your direct marketing campaigns.

## CASE STUDY 2

In this example, we found that adding a second channel, in addition to email, required a 19% increase in investment and resulted in a 41.4% increase in sales. Adding a third channel required a 7.8% increase in investment and resulted in a 16.7% increase in sales.

Our data showed that the cost per unit\* could be reduced up to 22% when more channels were added to email. These channels included a combination of direct mail, social media, display ads, YouTube video, OTT/CTV and streaming audio.



\*Units in this example refer to cars.

## DIRECT MARKETING DONE RIGHT

Everything we do at Infocore is driven by clients and fueled by data. At our core, we are a team of highly responsive, data-agnostic, client-obsessed professionals that will execute your campaigns with an unwavering attention to detail and a focus on results.

As you can see from these two case studies, adding additional channels to your email marketing campaigns can significantly increase engagement, site traffic and sales while decreasing the costs associated with selling each unit.

Contact us today and let us put our multi-channel approach to work for you.



INFOCORE

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