



## CONTACT INFO:

COMPANY:  
DirectMail2.0

PHONE:  
800.956.4129

WEBSITE:  
dm20.com

EMAIL:  
sales@dm20.com



### You can sell more direct mail and get amazing results!

Combining traditional direct mail with cutting edge digital marketing is getting results never before seen with direct mail alone.

With overflowing email boxes and empty physical mail boxes, millennials have a renewed interest in the tactile, which is making direct mail more effective than ever. What was once old is new again!

DirectMail2.0 has developed a platform to seamlessly integrate cutting edge digital campaigns to traditional direct mail. We stack on over 5 different digital technologies to enhance and track direct mail effectiveness in one easy to use and deploy platform. The platform delivers near instantaneous reporting directly to your clients, eliminating the need for you to download reports and making you stand out from the rest.

The software has resulted in **70% increase in reorders** from clients who added this service to their campaigns **\$3 million dollars in additional revenue** for just one partner using this software last year.

How do we do this? We add Mail Tracking, Call Tracking, Online Re-targeting, Informed Delivery, Social Media Retargeting and SocialMatch (a pre-mailing warm-up that targets the mailing list names directly). The mailing recipients get dozens of additional impressions of your client's message whereas with direct mail alone it would be only a single touch.

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EXECUTIVE  
STATEMENT

Brad Kugler, CEO of DirectMail 2.0 has been living, breathing and growing businesses on cutting edge marketing technologies for 25 years. He cut his teeth on digital marketing back in the late 1990s setting up one of the first online stores selling VHS and CDs before transitioning into DVD and digital. Taking an older technology and combining with what is new is a passion for him and has helped him build 8-figure businesses during his career with multiple appearances on the Inc. 500/5000 lists. He is also very active in the community serving on various non-profit, education related boards, entrepreneurial, startup and advocacy groups in the Tampa Bay area.

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 client campaigns. Get a FREE demo or view case studies at [www.dm20.com](http://www.dm20.com)