



# DM2.0 DIGEST

DirectMail2.0 Newsletter | June 2023

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Office Easter Egg Hunt

## WELCOME TO THE FIRST EDITION!

We are excited to bring you the latest updates and insights into the ever-evolving DirectMail2.0 platform. We will cover recent and upcoming technological rollouts that will enhance our partnership, celebrate the outstanding achievements of our staff and partners, plus shine a spotlight on our community events.

Stay ahead of the curve as we explore the cutting-edge advancements that will shape the industry landscape and gain valuable knowledge to drive your business forward.

We hope you find this newsletter informative, inspiring, and engaging. Thank you for being an integral part of our partner network.



Treasure Island Beach Day





## RECENT & UPCOMING TECH CHANGES

We are thrilled to share some exciting updates and upcoming features that will improve your experience with our platform. Here's what's been happening:

- 1. API Reporting Integration:** Our Enterprise level partners can now seamlessly integrate API reporting into their workflows, enabling them to extract valuable insights from our dashboard and streamline data analysis.
- 2. Custom PQR Codes:** You can now export a list of URL's in our dashboard instead of the images to utilize your own PQR codes with our CSV format, allowing for effortless management of your inventory.
- 3. Digital List Matching via LEADMatch:** Our latest feature allows you to see matches on digital only lists enabling you to find relevant leads and expand your reach more effectively.

But wait, there's more to come! On the horizon, we have these amazing features in store for you:

- 1. Mass Job Uploads:** Effortlessly upload multiple jobs at once, saving you valuable time and effort with our API to CSV function.
- 2. Bulk Zip Uploads to LEADMatch Filter:** Hone in your targeting capabilities by uploading a bulk list of ZIP codes directly so you can purchase leads from certain zip codes only.
- 3. Brand New TargetMatch Dashboard:** Get ready for a completely redesigned dashboard that offers a user-friendly interface and advanced reporting and conversion metrics.

We are dedicated to continually improving our platform to meet your evolving needs. Stay tuned for these exciting updates!



## SOC 2 TYPE 1 CERTIFICATION

DM2.0 has successfully achieved SOC 2 Type 1 certification, a significant milestone in our commitment to ensuring the highest level of cybersecurity controls. This evaluation validates that our internal controls for safeguarding customer data are not only sufficient but also designed with utmost precision. We have fortified our platform's security measures, ensuring that your valuable data is protected at an enterprise level. This achievement underscores our unwavering commitment to data privacy and protection. We are now moving forward to SOC 2 Type 2 certification. This next phase will further increase our platform's security, enabling us to consistently uphold the highest standards of data handling.



## DM2.0 COMMUNITY CONNECTS

We enjoy giving back to our community and want to do more! We've created an initiative called DM2.0 Community Connects where we help our local charities and organizations. Last month we participated in the 31st Annual Letter Carriers' Stamp Out Hunger Food Drive, the largest one-day food drive in the nation! We collected three bins of donations which our Mail Lady Melissa delivered to our local food pantry. Our next projects include writing letters to seniors, cleaning up the beach, serving meals to those in need, and much more! We encourage all companies to get their staff involved in connecting with the community and giving back together.