



DM2.0 DIGEST

DirectMail2.0 Newsletter | Sept 2023



FLOURISHING SUMMER IN DIRECT MAIL: EMBRACING AI FOR FUTURE SUCCESS

As the sun sets on a remarkable summer, we can proudly look back on a season of growth and innovation in the direct mail industry. This summer has been marked by a surge in demand for personalized and tangible marketing experiences, with businesses recognizing the enduring power of direct mail in our increasingly digital world.

However, the summer has been more than just an affirmation of the strength of direct mail. It has also been a season of transformation as we look ahead to the future. Rapid advancements in artificial intelligence have opened new doors for innovation, and we are excited to announce our foray into the tech space with the launch of DM20.ai.

DM20.ai represents a leap forward in how we approach direct mail. Leveraging the power of AI, we are set to revolutionize the way businesses create, distribute, and measure the impact of their direct mail campaigns. From predictive analytics that refine targeting to AI-generated creative content that resonates on a personal level, DM20.ai will elevate direct mail to an entirely new realm of effectiveness and efficiency.

Keep your eyes on this space as we share updates on this exciting journey toward a future where innovation and direct mail converge like never before.

DM20.com





RECENT & UPCOMING TECH CHANGES

We are thrilled to share some exciting updates and upcoming features that will improve your experience with our platform:

1. Email Integration: Seamlessly upload email addresses to inform the targeted audience about their incoming mail; furthermore, create additional touchpoints with a subsequent follow-up email confirming the arrival.

2. Bulk Zip Uploads to LEADMatch Filter: Hone in your targeting capabilities by uploading a bulk list of zip codes directly.

3. Mass Job Creation Tool: Upload multiple jobs at once for multiple clients via API driven data or through other methods with our job creation tool, saving you valuable time and effort.

The following platform improvements are slated to release in the upcoming months:

1. Brand New TargetMatch Dashboard: Get ready for a completely redesigned dashboard that offers a user-friendly interface along with advanced reporting and conversion metrics.

2. Dynamic PQR to PURL: Utilize the power of personalized QR codes using unique landing pages for each one of the mailing recipients.

3. Enhanced Mail Tracking: Bringing enterprise level mail-tracking to the platform, providing intermittent scans and comprehensive data points, keeping the client informed at every step of the mail's journey.

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



SOC 2 TYPE 1 CERTIFICATION

DirectMail2.0 is currently in the final stages of the SOC 2 Type 2 certification, a significant step towards providing the utmost data security.

This certification attests to our dedication to handling data with the highest level of protection, becoming well-equipped to serve even the most high-profile clients.

Our commitment to excellence remains unwavering as we approach the finish line of this rigorous certification process.



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 volunteered at our local beach cleanup! We suited up in vests and gloves to walk the streets and sands of sunny Clearwater Beach, collecting buckets of litter. The team who sweats together, succeeds together!

We encourage all companies to get their staff involved in connecting with the community and giving back.