DM2.0 DIGEST

Celebrating Success in 2023: A Toast to 2024 Innovations

In a bid of farewell to an extraordinary year filled with triumphs and growth, DirectMail2.0 extends a warm congratulations to our valued partners and clients for a remarkable journey in the world of direct mail technology.

The success of the past year has set the stage for an even more exciting and dynamic 2024, where flagship innovation is poised to ascend to new heights with the integration of enterprise-level technologies and cutting-edge AI advancements.

The demand for personalized and impactful direct mail solutions has only intensified, and DM2.0 has listened with the intention to exceed the expectations of diverse clientele. From elevating the creativity of campaigns to refining the precision of targeting, commitment to excellence has solidified a position as leaders in the industry.

"2023 proved to be an interesting year, as most are. Definitely noticed a tightening of the economy and pocket books. My thoughts are 2024 will bring some new challenges, being it a big election year and the mood of the electorate.

New and exciting technology is accelerating, which can be a bright spot in our future if used to improve your business. So keep your head up, your eye on the ball and shoulder to the wheel and let's enjoy the ride together and make it the best year yet!"

-- Brad Kugler, CEO/Co-Founder

Recent and Upcoming Tech Changes

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

Here are new features recently added to the platform:

TargetMatch Dashboard

Users can now access and analyze addressable geo results directly from their dashboard, featuring advanced analytics encompassing demographic insights, zip-code-based performance metrics, and a comprehensive overview of offline and online conversions. Unlock the power of data-driven decision-making at your fingertips!

Discovery is now DEMAND GEN

Get ready to upgrade your Discovery ads to Demand Gen, a new AI-powered campaign designed to multiply creativity and drive demand. New Demand Gen features to drive performance beyond what you've come to expect from Discovery ads.

Large Mailing List Uploads

Overcome browser constraints with the new zip file mailing list upload feature that not only accelerates production but also minimizes errors. Seamless uploads of mailing lists of up to 10 million pieces without a hitch!

User Defined Fields

Integrate client data into the platform with the ability to add user-defined fields to the mailing list upload. Enhance mailing data output with the segmented and fully exportable custom fields.

DirectMail2.0®

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

1. Enterprise Mail Tracking - Redefine mail visibility! Provide robust tracking capabilities and advanced intermittent data, ensuring businesses have unprecedented insights into their mail delivery processes at an enterprise level scale.

2. Predictive Analytics - Leveraging years of accumulated data users can harness the power of a forecasted model tailored to their industry, facilitating strategic planning and informed decision-making through a creative and insightful predictive framework.

3. Personalized Landing Pages - Dynamically cater to each individual on your mailing list. Seamlessly integrated with personalized QR codes, this feature promises a tailored experience for every target, enhancing overall engagement and success.

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

SOC 2 Type 2 Certification Completion

We're excited to announce the successful achievement of the SOC 2 Type 2 Certification, marking a significant milestone in the commitment to data security.

This certification process validates our adherence to the highest industry standards for managing and protecting sensitive information. With SOC 2 Type 2 compliance, clients and partners can trust that their data is handled with the utmost security, ensuring confidentiality, integrity, and availability.

This accomplishment underscores our dedication to providing a secure environment for all and reiterates DM2.0 as a reliable partner in safeguarding sensitive information.

DM2.0 Community Connect: Purpose, Unity, Values

Earlier this year, we introduced our community outreach initiative called DM2.0 Community Connect. This program encourages and supports our employees' participation in community service and volunteer programs. Plus, we're fostering team cohesion by collectively engaging in charitable activities together. In October, we wrote and mailed dozens of letters to seniors for the Love for Elders program. In November, we visited the Metropolitan Ministries campus and volunteered in their kitchen, food pantry, and thrift store. This month, we've proudly served as a donation drop-off site for Toys for Tots and committed to filling the box.

DM2.0 Community Connect plays a pivotal role in shaping our workplace culture by fostering a sense of purpose, unity, and shared values among our team members. Engaging in charitable acts of service through this program goes beyond traditional team-building activities, as it empowers employees to make a tangible, positive impact. By collectively participating in philanthropic endeavors, our team not only strengthens their bonds with one another but also develops a shared commitment to social responsibility. Collaboration, compassion, and community engagement are integral to our identity, ultimately contributing to a positive and fulfilling work environment.

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