# DM2.0 DIGEST

## 2024 and Beyond: DM2.0 Tech Roadmap



During our MarketEdge conference, I shared the grand plan for what we are working on in terms of technology rollouts. *This is really my favorite part of my role at DM2.0; coming up with effective features that we can add to our platform that will drive business and results for our partners.* Whereas nothing is promised and no dates are given, it lets our partners know what to expect in the pipeline.

I'll give some broad strokes here, but the major points are two-fold:

1) We want to continue to improve our infrastructure and backend for security, speed and integration. This means more API access to our data; easier automation on your side.

2) We want to add features that people ask for almost on the daily. We can only do so much with the given time and resources so I aim for the biggest bang for the buck.

This year we will be introducing our AI service that will give our partners REAL examples of things they can do to lift mailing results in terms of creative, targeting and timing. *A few points of lift can mean thousands of dollars of ROI for your clients.*

Also in the hopper are customizable Landing Pages to capture leads for your clients, and a vastly improved Mail Tracking platform.

*There will be some additional big news soon that will surprise you all, I promise!*

Stay tuned for the biggest year yet for DM2.0!

-- Brad Kugler, CEO/Co-Founder

# Recent Tech Updates

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

Here are new features added:

## Email Notifications Can Be Customized

Both the email image and the email text can now be customized in our recently released Email Notification add-on technology. Send up to two emails to the mail recipient (before delivery and after delivery), drawing attention to the mail piece. Direct the recipient to click on the image in the email and visit the website. This raises impressions and engagements to improve campaign results!

## Dynamic PQRs to PURLS Released

Personalized QR codes linked to personalized landing pages offer a powerful tool for marketers to deliver targeted content, improve engagement, and drive conversions while providing recipients with a personalized and relevant experience.

## Synapse Award Winner!

We were honored to be chosen as a finalist at the Synapse Summit, Florida's premier tech and innovation event, for the category of Growth Stage Company, which recognizes organizations that have demonstrated exceptional growth in the past 12 months in company size, user adoption, or revenue.

Finalists were hand-selected by a panel of judges of CEOs, innovation leaders, and investors across the state.

Twelve finalists presented on the main stage at the Innovation Showcase, including Brad, before we discovered that we were the winner of our category! We're proud to contribute to the world class tech community of Tampa Bay.

# MarketEdge24 Recap

Our 6th MarketEdge conference was truly the best one yet. The Opal Sands Resort was a beautiful change of scenery and everyone had fun getting to know each other during the excursions and the welcome party.

Session days were packed with engaging presentations by experts and special guests from the printing and marketing industries. One of the favorite sessions was the Partner Panel where respected print leaders shared insights on how they use DM2.0 to grow their business and stay ahead of their competition.

Thanks again to everyone who attended and we look forward to making the next one even better! Suggestions welcome!

# Community Connect

Our Community Connect initiative encourages staff to engage in charitable acts of service. Recently we participated in our second Clearwater Beach Cleanup, this time with the Tampa Bay Suncoast PCC. It was a beautiful day to clean the beach together, while also meeting print professionals who value community involvement and giving back.

We donated to Camelot Community Care who helps children and families, and we attended their 50th anniversary "Friends of Camelot" dinner. We also donated to the Synapse Florida Innovation Community who brings together enterprise innovation leaders, startup entrepreneurs, investors, and resources to accelerate our state's growth.