

# DM2.0 DIGEST

## Expanded Tech Ecosystem with “Who’s Mailing What!”

You may have heard our big news, but it’s worth repeating! We recently acquired the 40-year-old mailing institution known as **Who’s Mailing What!**, a direct mail performance and insights tracking platform with a database of more than 300,000 scanned and cataloged mail pieces.

This positions DM20 as the holder of the **largest artificial intelligence and machine learning-powered direct mail database** in the United States, a role that will be pivotal going forward in our mission to continually improve mail response, conversion rate and return on investment through more informed decision making and campaign tracking.

We’ve already made great strides to improve the WMW platform in terms of functionality, and by adding panelists to our network who are collecting more mail from all around the United States to consistently grow the database.



“We’ve increased the number of active panelists since the acquisition by almost 40%. Our panelist network has also been expanded to **capture more mail from major consumer market areas** such as Atlanta, San Diego, Phoenix, and Fort Worth,” explains Jacob Downing, Director of Operations at Who’s Mailing What! “The goal is to expand even further into the top 20 consumer market cities moving forward. We are really excited to bring **even more improvements** to the WMW! platform in the future.”

The feedback we’ve been receiving from DM20 partners and WMW clients has been positive, with many excited about the synergy between these two powerhouse organizations.



## Recent Tech Updates

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

Here are new features added:

### Flowcode Integration

DM20 users now have the option to integrate Flowcode's QR code generation, customization, and real-time reporting into their omnichannel campaigns. Flowcode is a leader in the QR code space and we want to provide our customers with the best experience possible. Both DM20 and Flowcode share a similar guiding purpose: to better connect the offline and online lives of customers and prospects to improve user experience and drive response.

### Email in Call Tracking Reporting

We now have a new field in the data table that provides the emails of the people who called or SMS'ed in. This means that as part of the export, you will now see emails for the people that returned. If there are multiple emails per person, they will all be included in the export, even though you will only see one on the report.



### Customized Landing Pages

We're excited to announce our latest beta release for our 15th technology: Customized Landing Pages!

These single-page microsites can be standalone or used with QR Codes, at either the job level or per list. Direct the mail recipient to visit these custom, dynamic landing pages to view more information and/or complete a form. Capture leads and attribution data to track and optimize campaigns for maximum ROI and conversion!

Add landing pages to any campaign at NO COST during beta, but please provide us with your feedback so we can enhance it before the official launch!



## New Attribution KPI

Tie interaction back to your mailing list with 100% certainty in real time! See which direct mail recipients clicked on an email, scanned a PQR code, called a phone number, sent an SMS, clicked on Informed Delivery, or who from the mailing list went to the website.

Enterprise partners can easily export or API the data directly to a CRM to enter into a marketing drip campaign or have your sales team start following up on those you know are interested based on their engagements.

**Visit our Resource Center to download a video** you can customize with your logo and start promoting this new feature today.



## 2nd Year as Fast 50

We're honored to be acknowledged as a 2024 Fast 50 by the Tampa Bay Business Journal. This is our second year in a row so it's exciting to be recognized again for our continued growth and success as one of the fastest growing companies in our region.

We'll find out our official ranking at the awards luncheon on July 25th. Last year we were #48 so we're hoping to have ranked higher on the list this year!

We've also been nominated for the 14th Annual GrowFL Florida Companies to Watch Award program so stay tuned to see if we can add another accolade to our collection!

