

# DM2.0 DIGEST

## Price Increase & Changes Go Into Effect on Jan 1st!

As we move into the new year, we're committed to continuing to deliver exceptional value and innovation through our products and services. To support these efforts and keep up with rising costs, we will be implementing a small price adjustment effective January 1, 2025.

This change allows us to enhance our offerings, sustain the high level of service you expect, and continue investing in tools and features that help drive your success. We remain grateful for your partnership and look forward to achieving even greater results together in 2025.

- DM20 Lite campaigns will go from \$229 plus Informed Delivery per list to \$299 per campaign and include Informed Delivery at no extra charge.
- In addition to the price increase, we will be removing the ability to purchase credits in bulk at the client level.



- The only credit purchase options available as of January 1st will be by the job, or for platinum or higher clients, by purchasing partner level bulk credits.
- There will also be some changes to the credit minimums for job types other than DM20.
- Please refer to the next page which shows the credit minimums, existing prices, and what prices will be after January 1st.
- Any purchases made for credits at existing prices will lock in those prices until credits are used.
- New price sheets will be in the resource center next week.



## EXISTING PRICING

PARTNER LEVEL	5K OR UNDER	5,001 – 9,999	10K – 14,999	15K – 24,999	25K – 49,999	50K – 99,999	100K – 249,999	250K – 499,999	500K – 999,999	1MM+
Gold	\$450	\$0.09	\$0.085	\$0.075	\$0.07	\$0.065	\$0.06	\$0.055	\$0.045	Call for Pricing
Platinum/Diamond/Enterprise	\$400	\$0.08	\$0.07	\$0.065	\$0.055	\$0.045	\$0.04	\$0.035	\$0.03	Call for Pricing

## NEW PRICING

PARTNER LEVEL	5K OR UNDER	5,001 – 9,999	10K – 14,999	15K – 24,999	25K – 49,999	50K – 99,999	100K – 249,999	250K – 499,999	500K – 999,999	1MM+
Gold	\$475	\$0.095	\$0.09	\$0.085	\$0.075	\$0.07	\$0.065	\$0.06	\$0.055	Call for Pricing
Platinum/Diamond/Enterprise	\$425	\$0.08	\$0.075	\$0.065	\$0.06	\$0.055	\$0.05	\$0.045	\$0.04	Call for Pricing

DM20 LITE		
Old Pricing	\$229	\$79 Informed Delivery per list
New Pricing	\$299	Includes Informed Delivery

CREDIT MINIMUMS	LIST	JOB
DM20 (remains the same)	2,500	5,000
DM20+	5,000	5,000
TargetMatch	7,500	7,500
TargetMatch+	10,000	10,000
PPU	5,000	5,000



## Recent Tech Updates

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

Here are new features added:

### Globally Purge PII

You can now globally purge PII (Personally Identifiable Information) from the Settings Menu in your dashboard.

### Facebook Authorization

We have new Facebook authorization instructions. Please visit the DM20 Resource Center and search “Facebook Account Link Guide.” All campaign launch guides and job setup instructions have been updated as well.

### Delete QR Code Tests

You are now able to delete QR Code test scans from the reporting dashboard. When you are logged in, you can see this on the client facing dashboard. Your clients can not, and do not have access to this. Look for the Clear Selected Scans button.



### Landing Pages Version 2

Landing Pages Version 2 has rolled out with a ton of new and requested functionality. Please visit the DM20 Resource Center and search “Landing Pages V2” to find a short video overview and the new sales sheets.

Custom landing pages can be added to any campaign! These single-page microsites can be standalone or used with our 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!





## API Access for Affiliates

Enterprise partners can now provide API access for Affiliates for a \$999 annual subscription. Please visit the DM20 Resource Center and search “Affiliate Sales Sheet” to view the program details.

## Price Reduced for Email

Enhance your direct mail campaigns with one of our latest features: Email Notification of Mail Delivery! As a result of a reduction in cost, we are passing along the savings to you and we've lowered the cost! The cost is only \$.0025 cents per email! (Max \$.005 cents per mail recipient.)



## GrowFL Award Winner

We've been selected from more than 500 nominees as an honoree for the 14th Annual GrowFL Florida Companies to Watch Award. DirectMail2.0 was recognized for our innovative approaches, strong leadership, and dedication to making a positive impact in our community and state.

“We take pride in contributing to the local economy by creating jobs, supporting our community, and consistently pushing the boundaries of what’s possible in omnichannel marketing,” said CEO Brad Kugler. “Being selected from such a competitive pool is a testament to our commitment to excellence and the future we continue to build together.”

