

## **DMAce<sup>TM</sup>: Information for Marketing Directors**

DMAce<sup>TM</sup> is a Direct Marketing CD Rom **with a unique and powerful difference**

What makes the powerful difference is that **each individual DMAce<sup>TM</sup> CD Rom is unique!** So every prospect receives a different CD Rom

This unique feature of DMAce<sup>TM</sup> brings many benefits to your Direct Marketing Campaign.

DMAce<sup>TM</sup> connects via the internet to a powerful database so that each unique DMAce<sup>TM</sup> CD Rom can be identified and tracked.

To begin with, **each mailing prospect, when they play DMAce<sup>TM</sup>, is personally welcomed by name.**

- **The DMAce<sup>TM</sup> CD Rom contains marketing propositions in its own right; video, sound and graphics**, which can be played while other information is downloaded from a predetermined website, for example a purchasing site.

The seamless transition between on-disc and on-web information, together with the unique personalisation of **DMAce<sup>TM</sup>**, **makes marketing communication much more effective and the buying process easier and thus more likely.**

**In a recent campaign, 93% played the CD Rom and 11.9% bought the service**

- **DMAce<sup>TM</sup> drives traffic to your website** by extremely effective engagement with the prospect and by creating a direct link to the transactional capability of the internet.

If you are a frequent internet user, you will appreciate that whereas television excels in engaging its viewers, the internet requires people to seek out information for themselves. DMAce bridges both these because the disc itself it contains powerfully engaging video and graphical images, but it also seamlessly connects to the transactional internet environment, making buying easy.

**Behind DMAce<sup>TM</sup> is a powerful database which uniquely captures campaign information** in a number of ways.

Here are two of them:

- Let us say that you mailed a DMAce<sup>TM</sup> disc to each of 100,000 prospects in a product sales campaign. The DMAce<sup>TM</sup> database captures which of those prospects actually played the CD and can also capture or update information such as address details, lifestyle information and whether they already own similar products and services etc.

For future targeted marketing activity, this would be very valuable information. But additionally, you would be in a position to **measure the effectiveness of your marketing campaign far better than ever before.**

Not only would you know who has viewed the CD, you would also know

- which prospects represent real sales opportunities
  - who bought the product
  - contact detail of additional players of the CD (if it is passed on)
- For those prospects who played the CD, you would be able to understand which prospects played particular elements (for example, pages viewed, pieces of video watched, buttons pressed etc)

This could enable you to **refine the messages before embarking on a larger programme. Test marketing at its best!**

You may also be able to gauge the level of interest in a **particular** part of your product offering which would enable you to **target more accurately for the future and get better value from your marketing budget.**

**Marketing campaign managers are provided with a campaign analysis tool** enabling them to track the progress and effectiveness of the campaign as it progresses and to extract valuable information and data in formats convenient for further use and analysis

DMAce<sup>TM</sup> CD Roms are available in a number of formats, circular and business card sizes, and are produced fully packaged and individually addressed.

**For more information about DMAce<sup>TM</sup>**

**Contact Disq today**

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