

SMART

STRATEGIC • MARKETING • ALIGNED • TO REACH • TARGETS

Reach and engage customers that are most likely to connect to your message and brand experience.

S STRATEGIC

Analysis of:

- demographic elements
- lifestyle characteristics
- purchase behavior
- geographic details

M MARKETING

Precisely targeted, integrated multichannel marketing:

- online and off
- data driven
- personalized
- customized
- designed to standards

A ALIGNED

Delivering your brand experience:

- on message
- your look and feel
- meaningful to your customers
- relevant to your targets
- measurable results

R REACH

Make informed decisions around:

- pre-campaign audience targeting
- household-level
- one-to-one marketing
- personalization
- post-campaign response analysis

T TARGETS

Delivery ensured across channel:

- all of the printing services
- production logistics
- mailing services
- digital and email services

HERE IS HOW WE PRACTICE S.M.A.R.T



Clean, organize, and analyze your data to ensure the highest level of accuracy and lowest postal rates possible



Identify and prioritize the best customers and prospects for you to market to



Analyze and model thousands of demographic elements, lifestyle characteristics, and geographic details to help you define your exact targets at a household level: 1-to-1 marketing at work.



Guarantee delivery of customized and personalized, branded creative across channel

tribune » direct

We make complex marketing simple.