

Improve Your Direct Mail Offers with Marketing Stage Analytics

Using the same criteria for both approval and production helps target potential applicants, improve marketing offers and increase ROI.

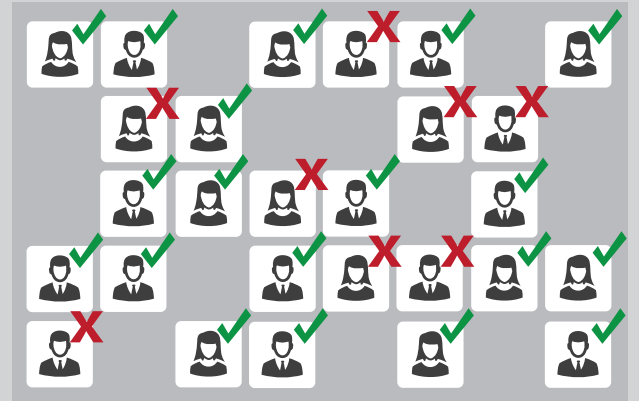
Traditional Approach to Offer Generation

Different criteria used at each phase may produce different outcomes.

Pre-Approved:



Application Accepted:



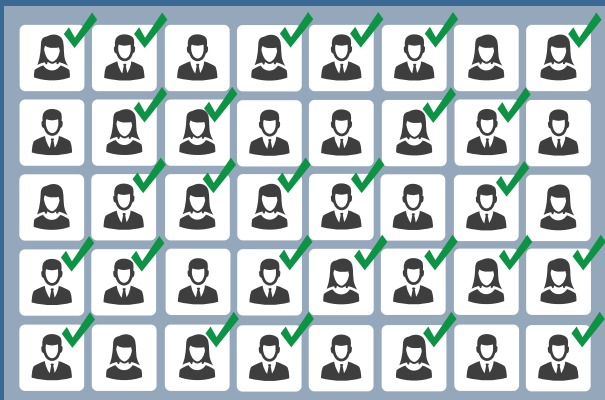
Result:

- Frustrated customers; negative reviews
- Wasted marketing funds and lower ROI

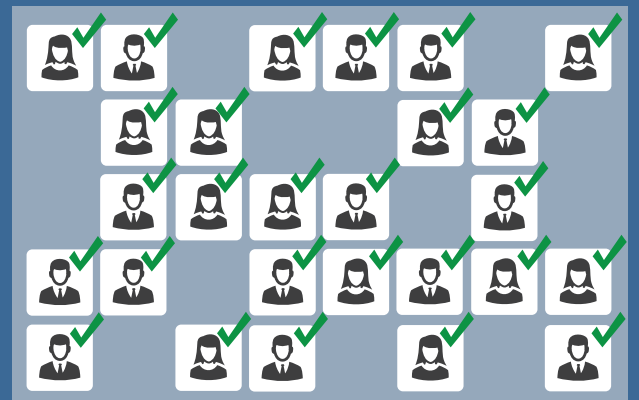
Marketing Stage Analytics from DMS

Using the same criteria at each phase produces consistency and greater ROI.

Pre-Approved:



Application Accepted:



Result:

- Improved customer experience; more positive reviews
- Greater return on your marketing investment

Key Benefits

- Use same coded model and attributes at both stages
- Eliminate manual coding provided by traditional methods
- Better risk assessment
- Improved speed to market
- Enhanced customer experience
- Increased marketing campaign ROI

Phases of the Marketing Stage Process

1. Preliminary mailing list preparation
2. Population processing and creation of credit file archives
3. Generation of DMS Summary Attributes®, custom attributes, and custom scores
4. Completion of marketing mailing

Learn more at www.dms.net/marketing-stage-analytics

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