

2019 Holiday Direct Mail Program

Have a special sale or giveaway this holiday season? Have a special holiday item being released?
Let your customers know with the ddk 2019 Holiday Direct Mail Program!

why ddk ?

Target Smarter

We help increase your direct mail response rates by using the local knowledge of you existing customer base, combined with our jewelry demographic model.

Monitor and Learn

We track your return on marketing spend with advanced reporting.

Save Time

Your dedicated Account Manager is available to assist making educated and analytical direct mail marketing decisions with you.

Stand Out

Choose from a variety of unique and engaging formats and artwork.

important program dates

Event Name	Holiday 2019
In-Home Target	12/5 – 12/7
Open Enrollment Begins	9/3
Last Day to Send Customer Data	10/29
Promotion Dates	December 2019

all artwork and order approval due by:
November 1, 2019

program details

Four Page Mailer

Prospecting	Customer	In-Store
\$.80	\$.88	\$.63

Six Page Mailer

Prospecting	Customer	In-Store
\$.85	\$.93	\$.68

Eight Page Mailer

Prospecting	Customer	In-Store
\$.90	\$.98	\$.73

- Flexible minimums to work with your marketing budget
- All-In Pricing Includes:
 - Custom Data Targeting Model
 - Artwork Creation
 - High-quality print
 - Dedicated Account Manager & Brand Coordinator
 - Print Production Expertise
 - Postage
 - Freight
 - Post-Campaign insight analysis
 - Co-Op Submission Support
- Mailers are personalized with your store information, logo, and brands
- Co-op reporting handled by ddk
- Your own personal Account Manager dedicated to helping you determine the most effective and efficient mail strategies

Questions? Give your sales executive a call!

Thure Hallgren | 312.241.1816

base art themes - Holiday 2019

All themes below are available in a 4-panel, 6-panel, or 8-panel mailer.



Holiday Event
Snowflake



Want to know more about ddk?

Check out our feature on pages 17-18 in Issue I of The Spectra!

**And stay up to date on all AGS direct mail promotions at:
ddkmarketing.com/AGS_Events**