

direct mail marketing program



Target Smarter

We help increase your direct mail response rates by using the local knowledge of your 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	2019 Spring Event
In-Home Target	4/30 - 5/2
Open Enrollment Begins	February 22nd
Last Day to Send Customer Data	April 3rd
Promotion Dates	open spring event

all artwork and order approval due by:

April 5, 2019

program details

Four Panel Mailer

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

Six Panel Mailer

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

Eight Panel 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

For any questions, please contact a member of our sales or account management team.

Thure Hallgren | 312.241.1816

Matt Roberts | 312.494.5858

Anne Hallgren | 312.324.0242

base art themes - Valentine's Day 2019

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

