

# how ddk OnSite works for you

With **ddk Onsite** we start by placing a data pixel on your website to track browsing activity. We can also track your in-store visitors, which will result in more qualified prospects. We then analyze the results and provide you with counts and a campaign strategy, all at no cost.

The next step is to design a mailer that supports your brand and promotes your business. We can do this for you, or you can send us your existing artwork, either way you will end up with a customized mailer specific to your needs.

We then work with you to determine a mail plan and quantities. We can suggest daily, weekly or biweekly mail. Whatever works best for your sales channel can be executed. At this point you may also be interested in enhancing the campaign with a digital ad. We will develop a deployment strategy so that display ads are hitting devices at the same time the mail is delivering in homes. This provides an integrated campaign and increase results.

We then start mailing! All of this is managed for you in our web based online portal called Drive-Thru. You can place orders, change mail quantities, approve artwork and track your results, all in one place.