



2019 Black Friday Direct Mail Program

It's the biggest shopping day of the year, do you know the most effective way to reach your customers?
We do, and it happens to be our specialty!

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	Black Friday 2019
In-Home Target	11/20 – 11/22
Open Enrollment Begins	9/3
Last Day to Send Customer Data	10/22
Promotion Dates	11/29

all artwork and order approval due by:
October 25, 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 - Black Friday 2019

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



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**