



Competitor Landscape

The Competition

There is no other company truly providing what we do to our customers. Our closest competition uses what they define as “hyper-targeting”, in their terms this means analyzing ZIP codes and comparing them to current customer databases to produce a list of customers that could potentially be interested in your product or service again. They base the relevance of this information off of a number of factors such as location, number of active customers, market share and cost per sale. They are only able to “hyper-target” individuals that are already customers, as well as blanket certain zip codes with vague generalized marketing materials. The service they provide is useful, but not the next step in Direct Mail Evolution that they claim it to be.

Digital2Doorstep™

The service we provide at Digital2Doorstep™ is true **Hyper-Targeting**. We have successfully combined the physical and the digital worlds to create the most efficient marketing strategy using direct mail. We use the digital world to establish interest in products by tracking the anonymous traffic coming to your website. Then we send out creative, tailored direct mail pieces to each identified visitor on your website. Direct mail boasts the best response rate of any marketing technique, including digital, and we have improved this rate by only targeting those individuals already interested in your product. We even further the likelihood that they complete the buying process with your business by sending them a creatively tailored piece of physical mail that has been designed based on their interest. Our technology-based direct mail currently produces up to a 20% response rate as well as dropping the average cost per customer, leading to the highest return on investment any marketing plan as produced since we started recording ROI statistics.

We are pleased to provide you with Digital2Doorstep™, the new gold standard in marketing.