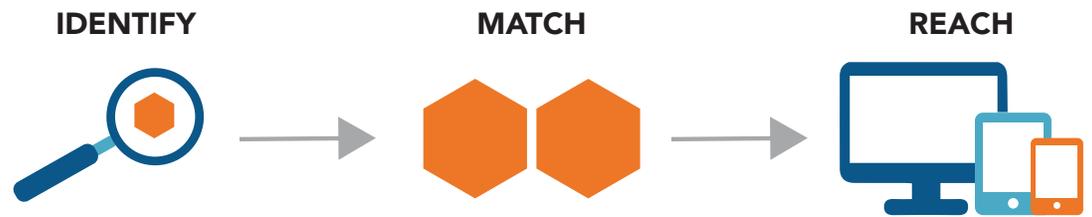




A MULTI-CHANNEL APPROACH:
INCREASED ROI + DECREASED COSTS

While email marketing continues to be a highly effective way to reach audiences, adding additional channels for a true multi-channel approach will not only improve engagement and increase ROI, but it will also reduce per-sale and per-lead costs.

HOW IT WORKS



ABOUT US

Since 1992, Infocore has helped marketers build strong relationships with new and existing customers.

YOUR PARTNERSHIP WITH INFOCORE DELIVERS:

- Volume pricing from our approved data suppliers
- 100% CAN-SPAM, CASL, GDPR & CCPA compliant data
- Campaign management expertise
- Direct-to-consumer efficiency

CASE STUDY 1

For this campaign, our strategy included 2 emails plus 3 impressions per individual on social, mobile and desktop channels. We found that adding the digital display and mobile ads to the email marketing campaign resulted in:



A MULTI-CHANNEL APPROACH: INCREASED ROI + DECREASED COSTS

DATA-AGNOSTIC APPROACH

We don't own any data, nor do we have any affiliation with any data providers that might influence our recommendations. That means you get the highest performing, highest quality lists available on the market today, tailored to your specific needs.

MULTI-CHANNEL MARKETING EXPERTS

Not only are we data-agnostic, but we are also media-agnostic. We will consider all media channels as part of our recommendation for your direct marketing campaigns.

CASE STUDY 2

In this example, we found that the cost per unit* could be reduced by up to 22% when more channels were added to the existing single channel.** Channels added include a combination of direct mail, social media, display ads, YouTube video, OTT/CTV and streaming audio.

Cost Per Unit (CPU) vs. Marketing Channels			
Number of Channels	Investment	Sales Count	CPU
Single Channel	\$ 1,307,851.00	2,849	\$459.06
Multi-Channel	\$ 364,492.00	1,814	\$200.93

Per Channel Breakdown			
Channels	Investment	Sales Count	CPU
1	\$ 1,307,851.00	2,849	\$459.06
2	\$ 242,550.00	1,179	\$205.73
3	\$ 102,018.00	475	\$214.77
4	\$ 16,996.00	105	\$161.87
5	\$ 2,858.00	52	\$ 54.96
6	\$ 70.00	3	\$ 23.33

*Units in this example refer to cars.

**Single channel in this example refers to email.

DIRECT MARKETING DONE RIGHT

Everything we do at Infocore is driven by clients and fueled by data. At our core, we are a team of highly responsive, data-agnostic, client-obsessed professionals that will execute your campaigns with an unwavering attention to detail and a focus on results.

As you can see from these two case studies, adding additional channels to your email marketing campaigns can significantly increase engagement, site traffic and sales while decreasing the costs associated with selling each unit.

Contact us today and let us put our multi-channel approach to work for you.

INFOCORE

Infocore.com

| hello@infocore.com

| 760.607.2500

