



NEIGHBORDIRECT™

CUSTOMER ACQUISITION PROGRAM

Find New Customers with NeighborDirect™

Mailmark's proprietary software analyzes your existing database to find the best neighborhoods and the best households to mail your special offers. Our award winning NeighborDirect™ Customer Acquisition Program locates and targets new customers with the same demographics and buying habits as your existing customers – their neighbors.

- Eliminates your existing customers from the mailing list and only targets households that are not your customers
- Tracks your response, cost per sale and Return On Investment
- Get unsurpassed Response and Return On Investment



FEATURES

- Oversized 8½" x 5½" full color mailers grab and hold prospects' attention
- Mailed Standard A Class (3rd Class Bulk)
- Response Analysis Reports track your success

BENEFITS

- More New Customers contributing higher lifetime value – not just one time sales
- Market Penetration Analysis profiles your customers' age, income and geography
- Learn where to focus your marketing initiatives and make better decisions



CALL FOR DETAILS
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