

- Client:** Nordis Direct (full-service direct response/production agency)
- Audience:** B2B: direct response marketers and ad agencies
- Objective :** **Brand/Market Launch.** Develop name, positioning tag and marketing/sales messaging strategy, plus all copy for new multi-channel analytics tool that empowers medium-to-large marketers to accurately track response metrics across mail, phone and online.
- Shown:** **Name, tagline and brochure copy excerpt.** Also provided in-depth marketing/ creative direction to the design director to shape all logo and collateral layouts.



Now Keep Your Pulse on Every Channel at Once:

Track every click, call, mail piece & fax - all on one dashboard accessible anywhere!

There are programs to track your online responses. Others that record customer calls. And still others that tabulate mail and faxes. But there has never been one streamlined system that can measure all your incoming responses across every channel - until now.

Response 360° empowers you with three comprehensive tracking tools that can be employed separately...or for maximum results...partnered together to assure you a seamless 360-degree view of every campaign or program you're running at once!

- ➔ **Know what's working right now....in real-time!** Ever forced to wait weeks or even a full month after your campaign ends, just to read the results? With Response 360°, you're in the loop the second your campaign starts. Make profitable adjustments on the fly while your campaign is still running. You'll never waste valuable time or money again on repeated mail drops or a drawn-out campaign that may not be meeting your target benchmarks.
- ➔ **Enjoy soaring staff productivity.** Thanks to the analytical capabilities of this breakthrough technology, your team will save many tedious days "slicing and dicing" different reports and formats from your call center, website, and mail/fax distribution to determine campaign performance. They'll waste less time compiling data... and more time profiting from it.
- ➔ **Get big picture stats....or go as granular as needed:** analyze response by channel, customer segment, individual list, particular ad effort or countless other variables.