

BUSINESS LINE OVERVIEW



DIRECT AND DATABASE MARKETING

Our Direct Marketing division is the data services and campaign production partner of choice of many leading companies, business and professional associations, NGOs, charities, and marketing agencies.

We've invested in state-of-the-art technology and techniques that enable our clients to produce highly targeted and personalized direct mail, online, and multi-channel campaigns and communications. Our team of specialists in data processing, personalization, and campaign coordination are experts in their fields, who work closely with each client to ensure accurate and on-time campaign execution and to leverage our data services and personalization tools to improve campaign and program ROI.

OUR SERVICES INCLUDE:

- Acquisition Targeting**
- Data Quality**
- Data Enrichment**
- Campaign Data Processing**
- Direct Mail Campaigns**
- Cross-Channel Campaigns**
- Customization & Personalization**

ACQUISITION TARGETING

- National consumer and business lists
- Third party subscriber, customer, and donor lists
- Consumer prospect targeting by demographics, geography, and more
- Business prospect targeting by SIC/NAICS code, size, and geography
- Targeting scoring, selection and suppression
- Target source coding and post-campaign analysis

DATA QUALITY

- Address accuracy verification and correction
- National Change of Address (NCOA) processing
- Deceased identification
- CMA Do Not Contact list
- National Do Not Call list

DATA ENRICHMENT

- Name-based enrichment (gender, ethnicity)
- Contact data enrichment (phone, email and more)
- Postal code based list enrichment (geographic, sociodemographic, household income, and more)

CLIENT TESTIMONIALS

“Your data expertise and strategic approach is well ahead of the traditional approach and has improved our net revenue on just about every campaign we’ve done together. In addition, you’ve helped us communicate in a more direct, personal way with each of our donors, talking to them about the things they care most about.”

John Heckbert
Manager, Fundraising Campaigns
Canadian Wildlife Federation

“We needed to mobilize our membership into action and send a message to the politicians and decision makers. Working with TRICO Evolution, we were able to achieve our goals and more. What began as a direct mail campaign evolved into a much more strategic and lobbying effort that delivered results as well as invaluable information to help us better serve and grow our membership.”

Rosemary Pitfield
Director of Advocacy and Communications
National Association of Federal Retirees

CAMPAIGN DATA PROCESSING

- List merges and duplicate ID/removal (merge-purge)
- One-per-household and other list filtering/suppressions
- Standard and advanced list segmentation
- Test/control group splitting, from simple A/B to multi-variate multi-campaign tests
- Computation of segmented and personalized offer/ask amounts
- Post-campaign response analysis

DIRECT MAIL CAMPAIGNS

- Offset printing of base and generic materials for high-volume campaigns
- State-of-the-art, high-volume black and colour imaging
- Simulated handwriting and signatures, with full personalization
- Unique and dimensional products and packages
- High-volume intelligent inserting with camera-based, 5-way matching
- Polybagging and large format inserting
- End of process (EOP) control on all campaigns

CROSS-CHANNEL CAMPAIGNS

- Customized landing pages (CURLs)
- Personalized landing pages (PURLs)
- Email and social media integration
- Real-time open, click, and share tracking and analytics

CUSTOMIZATION & PERSONALIZATION

- State of the art xmPIE "Personal Effect" platform
- Simple personalization to advanced data-driven content and creative
- Personalization across PDF, print, direct mail, email, and landing pages
- Web-to-personalization applications

CONSULT WITH OUR DIRECT AND DATABASE MARKETING TEAM

As the trusted data services and campaign production partner of many leading marketing, communications, and fundraising teams, our team knows how many elements have to be just right for a campaign to deliver great response and ROI – and how every campaign is an opportunity to test, measure, learn, and improve.

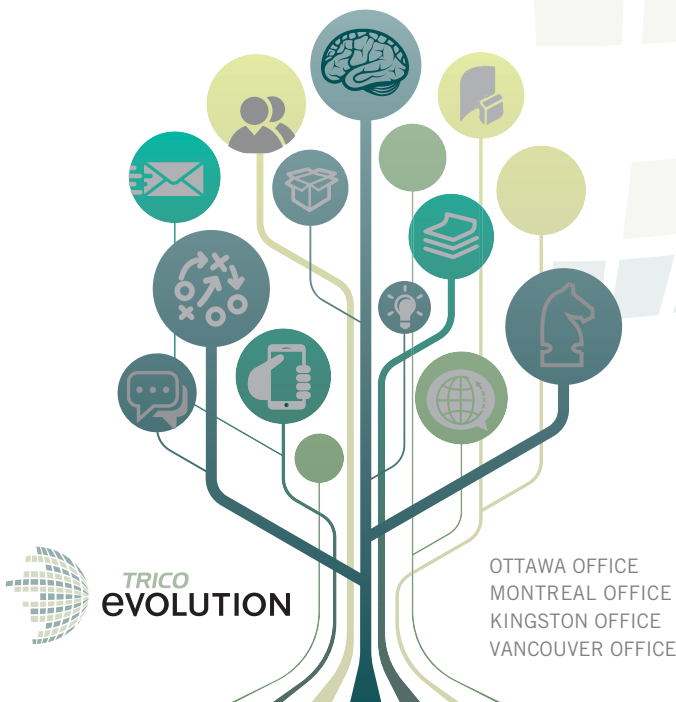
CLIENT TESTIMONIALS

"TRICO Evolution is a valuable service provider within CARE's Direct Mail program. Their professional and knowledgeable team provides us with outstanding service in both data processing and production for our campaigns. Working closely with our team, they always have our best interests at heart while creating the most effective material at the lowest cost. They always support us, even when timelines are tight. And they provide us direction and ideas when we're venturing into new areas."

Samara Caplan
Offline Marketing Officer
CARE Canada

"Jamie and the TRICO Evolution team have been our partner in the development of a successful direct mail program targeting our retail partners and medical professionals – from our annual catalogue to our monthly catalogues and special flyer promotions. The personal approach Jamie takes when working on each new product is outstanding – regardless of how small or big a question is, he takes the time to call to sort out the issue at hand. And the whole TRICO team's attention to detail ensures that our campaigns run smoothly and drop on schedule. I look forward to building upon the relationship we have."

Tamara Yantha
Purchasing Coordinator
St Francis Herb Farm



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Packaging & Logistics
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Direct & Database Marketing
Marketing Analytics & Insight

