

SmartSource Direct® Targeted Marketing Solutions

SmartSource Direct makes consumer targeting pinpoint-accurate with purchase-behavior data from retailers across multiple classes of trade. Our retailer relationships give brands access to actual data that reveals the weekly buying habits of over 80% of U.S. households.

Why Consumer Packaged Goods Companies Choose Targeted Marketing Solutions From SmartSource Direct

- Purchase-behavior data is the gold standard in targeting, with the ability to create mailing lists that are mined household-by-household at the item level.
- Purchase-behavior data gets updated weekly as consumers shop, with up to 65 weeks maintained online at chain headquarters.
- Purchase-behavior and geo-demographic data can be combined to further refine targeting.
- For new product launches, customer-acquisition campaigns, lapsed user programs and continuity programs, direct mail gives brands a pipeline into the home, cutting through the clutter of mass media.
- Direct mail is the most efficient and effective means of distributing pre-packaged samples, with trial and conversion rates that far exceed other sampling tactics.
- Customized and unique in our approach, SmartSource Direct gives brands maximum flexibility in retailer selection, program design, targeting criteria and in-home dates.
- Custom pre- and post-promotional analytics, with test and control-panel matches at the household level, make direct mail one of the most measurable promotional vehicles available.

SmartSource Direct is the industry leader in developing behavior-based direct marketing that drives the most relevant prospects to your brand at retail.



Why SmartSource Direct Trumps the Competition

- SmartSource Direct is the low cost, high-quality producer of custom direct mail and sampling.
- SmartSource Direct can access data from 18,000 stores nationwide.
- SmartSource Direct can create multi-tactic events that integrate direct mail with FSJ and in-store programs.
- SmartSource Direct works hand-in-hand with clients for a personalized approach.
- SmartSource Direct is not limited by production constraints. Our relationships with a wide variety of qualified printers let us deliver the highest quality program at the lowest possible cost.
- SmartSource Direct can execute your program from start to finish.



Product Portfolio

- Complete direct-mail services, from pre-press and retailer solicitation to printing and fulfillment
- Carton design, carrier design and other custom services
- Internet fulfillment of samples on a solo basis or as a supplement to a direct mail campaign
- Pre-program consulting and modeling through our network of retail partners to query live data
- Post-program analytics to understand program performance and depth of retention
- Custom analytics to give you a unique view of your program's performance
- Program management that links your trade efforts to the direct-mail event for increased performance



Act now to get started on your targeted marketing campaign.
 Contact Henri Lellouche at (800) 543-1101 to start discussing your promotion needs.