

DIAGRAM

DIRECT MAIL PIECE WITH PERSONALIZED URL

offer is a chance to win a free cruise - the offer is triggered to arrive 6 months prior to the same month as the recipient's last cruise. Creative supports their mass advertising brand campaigns

CONVERGENCE:

We use multiple channels (DM, IMB triggered email, and outbound telemarketing) and coordinated brand creative.

We use each opportunity and channel to communicate more effectively through relevance and in a way that does not damage our brand. If done appropriately and respectfully then we can develop intimacy in our relationships that make every customer an ambassador of our brand.

RELEVANCE:

We use past purchase information and direct feedback (P-url) to make each communication more relevant than the previous one.



YES

TIME TRIGGERED

based upon response information using data from users record plus the new preference information from the P-url survey a customized 1:1 Brochure is produced via VDP - also includes a BRC, Toll-Free number and General Company URL for response and ordering - offer is customized based upon preferences in the purl response

IF A PERSON HAS PREVIOUSLY OPTED TO EMAIL

supporting email is delivered after mail is delivered (same day) - as tracked by USPS Intelligent Mail Barcode - email supports the offer and offers a click through "path to purchase"

NO

ONE MONTH LATER

a similar supporting direct mail piece is sent with an escalated offer

RESPONDENTS PREFERENCES GAINED FROM PURL

are added to records in MIS system and used to improve relevance of this campaign as well as future communications

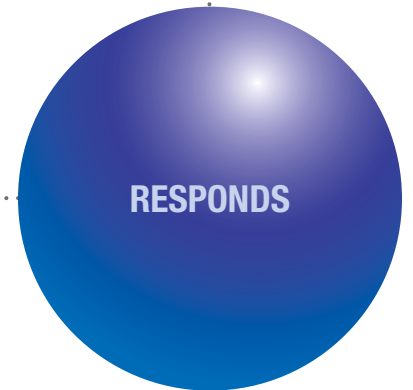
DATABASE



STATED PREFERENCES AND PAST PURCHASE DATA USED TO UP-SELL

activities, shore excursions, meal plans, stateroom level etc. via email and direct mail

SALE COMPLETE!



NO

OUTBOUND CALL WITHIN 7 DAYS OF DELIVERY OF DM PIECE

FOR MORE INFORMATION
Please contact Sandy Alexander at
973-470-8100 or www.sandyinc.com.