

Build your brand

– place ads into your email tracking alerts

Direct Link's Merchandise Mail Plus service gives you added value by allowing you to place ads within your email tracking alert. Ads put here could increase your chances of making another sale as well as help you gain customer loyalty. You even have the flexibility to vary your campaign towards different target markets including using local language and graphics. You not only gain reach but also win with a shorter lead time compared to other media channels. Read on to learn how you can create brand-building advertising using Merchandise Mail Plus.

Peace of mind for your customer

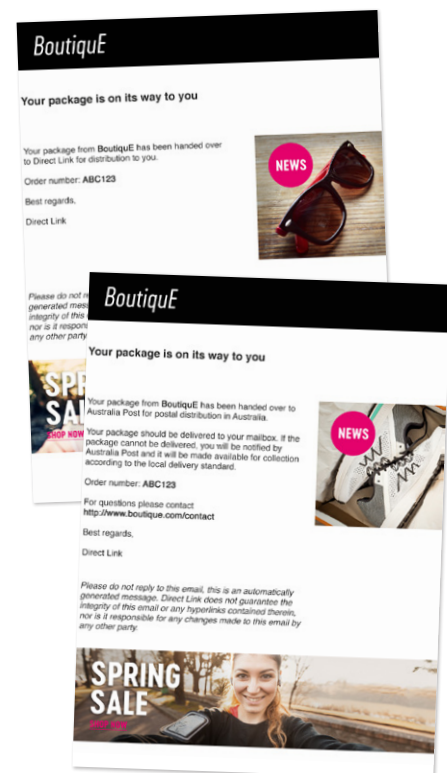
Direct Link lets you alert your customer twice as to the whereabouts of their order. The first email that's sent tells your customer that their order has been delivered to Direct Link for international shipping. The second email alert tells them the order has arrived in the wanted destination. With your ads, together with your logo and graphic profile inserted into these emails, your chances of selling another item to your customer increase greatly.

Communicating in the recipients' own language

Direct Link communicates in local languages for many key destinations (over 80 countries) worldwide. For example, we address recipients in all Spanish-speaking countries in Spanish. English text is always included no matter what the local language is. Other languages include: Arabic, Simplified Chinese, Danish, Finnish, French, German, Japanese, Norwegian, Portuguese and Swedish. As a merchandiser, not only are you showing respect by giving your customers the ability to read in their mother tongue, but they will also comprehend your communication so much better.

Why email instead of texting the delivery alert?

Recent findings show that a clear majority of consumers track their orders via email. And since email can easily be seen on a smart phone anywhere you are, you would miss out on a huge chance to build your brand. Because by sending your tracking alerts by email, you can simply insert a brand-building ad campaign directly into the email.



Direct Link email tracking alerts for Merchandise Mail Plus level 2.



Get satisfied customers from all over the world – with Merchandise Mail Plus.
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Email Tracking Alerts

Sell more before your merchandise has even been delivered

Choosing Merchandise Plus will get you a captive audience for your marketing campaigns since your customer is already reading about delivery information. That's why this is the time to leverage your tracking alerts. There are two advertising spaces: one on the right-hand side and another one on the bottom of the email delivery alert. You can choose to have one or two ads, where one could, for example, be used for your campaign, while the other for branding.

Manage and adapt your marketing messages

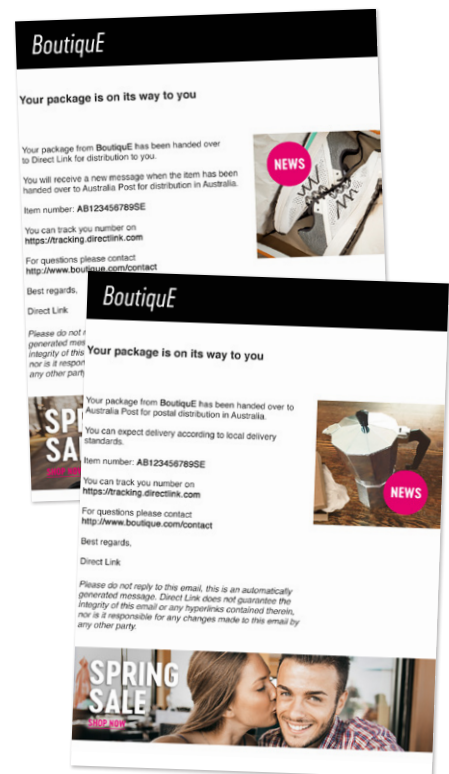
Managing a campaign has never been easier. You'll get the ability to tailor your campaigns for specific time periods such as a day, a week, a month or longer. You can even design different ones depending on which country your customer lives in. You can group countries together based on languages, specific offers, seasonal merchandise, or whatever you're targeting. For instance, you might target Norwegian customers with ski gloves while at the same time in another email campaign sell Swim/Run gear to your customers in Mexico. The "world" is in your hands, so use this opportunity to market your service or product.

You have full control by using our online self-service tool

We give you full control. Through your self-service tool via web access, you can design your own branded content and produce the ads. Having your own self-service tool gives you the flexibility to change campaigns as you choose as well as adapt your campaigns depending on your sales targets for specific countries. You can test your campaigns and change them as you go along after having learned what works best. And, you can even change the ads when you are sold out of a certain product. It's a win-win for both customer and merchandiser.

Your customer's integrity stays safe

We know that you as a merchandiser value your customers' data - it is key to your business. That is why we only keep email addresses long enough to complete our delivery service. Once done, the information will be subsequently erased from our records. You remain the owner of your customers' email addresses and this information will never be disclosed to a third party. Your information is safe in our hands. Security and integrity are our top priorities.



Direct Link email tracking alerts for Merchandise Mail Plus level 3.



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