



Strengthen your brand

– insert ads in your tracking alerts

Increase your chances of making another sale and gain customer loyalty!

Direct Link's Merchandise Mail Plus service gives you added value by allowing you to place personalized ads embedded in your email tracking alerts. You have the flexibility to vary your campaigns towards different target markets including using local language and graphics. You not only gain reach but also win shorter lead time compared to other media channels.

Find out how you can create brand-building advertising using the Merchandise Mail Plus service.

Two e-mail alerts with ads

Your customer is alerted twice as to the whereabouts of their order:

- The first email tells your customer that their order has been delivered to Direct Link for international shipping.
- The second email tells them the order has arrived in destination country.

There are two advertising spaces available in the email. You can choose to have one or two ads, where one for example could be used for campaign promoting, the other for brand-building.

E-mails, you choose language and periods of time in what geographical area

Local language

Direct Link communicates in local language through email alerts with more than 80 countries worldwide. Recipients in Spanish-speaking countries can for example be addressed in Spanish. Besides local language, English text is always included.

Other languages supported: Arabic, Simplified Chinese, Danish, Finnish, French, German, Japanese, Norwegian, Portuguese and Swedish.

Manage and adapt

You have the possibility to tailor your marketing messages:

- for specific campaign periods like a day, a week, a month or longer.
- depending on which country your customer lives in.
- based on language, specific offer, seasonal merchandise, or whatever you're targeting. You might target Norwegian customers with ski gloves while selling swim gear to your customers in Mexico.





Email Tracking Alerts

Full control

We provide full control through the online Self-service tool. Here you can design your own branded content and produce the ads. It is easy to change campaigns as well as adapt them for specific countries.

You can even change the ads when you are sold out of a certain product. It's a win-win for both customer and retailer.

Sell more

Choosing Merchandise Mail Plus with personalized email alerts will give you a captive audience for your marketing campaigns. Leverage on the possibility to sell more by utilizing your tracking alerts.

Integrity

We know that you 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 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.

