

FreshDM – Fresher Than Ever: Popular Direct Mail On-Demand System Gets a Facelift Targeted to Financial Services Firms

CHICAGO, Ill., Oct. 22 (SEND2PRESS NEWSWIRE) – Allegro Communications, Inc., a direct marketing creative agency and developer of FreshDM, recently announced that FreshDM has a totally new look, tailored for financial services clients like CIT and Genworth Financial. The newly launched design can be viewed on the FreshDM site at freshdm.com. FreshDM enables a company's marketing managers and sales staff to create true one-to-one marketing and collateral materials. Salespeople can get the most relevant and effective printed materials in the hands of customers and prospects at just the right time.



Financial services and insurance clients enjoy the control of “locking” marketing materials content for compliance purposes. FreshDM eliminates waste and cost overruns associated with pre-printed materials – especially those that expire – and helps companies track their mailings by viewing previous activity and reports.

According to Russ Graunke, Owner of Allegro Communications, Inc., “We recently ‘freshened’ up our interface and several key features of FreshDM to make the application even easier for our current and future clients to navigate.” He adds, “We’re excited to help our clients improve their bottom line, especially in today’s economy.”

FreshDM also integrates with CRM systems like salesforce.com. Salesforce.com users can access their company's marketing materials through a custom tab. See the FreshDM listing on the salesforce.com AppExchange at www.salesforce.com/appexchange/detail_overview.jsp?NavCode__c=&id=a033000000040PGAAA2 .

Like salesforce.com, FreshDM is sold as a SaaS offering. Customers' marketing materials are stored and served from the computing “cloud” – with no software to maintain. Subscriptions to FreshDM range from \$30 to \$55 per user per month.

FreshDM is designed to save time and get direct marketing results. By putting FreshDM in the hands of their marketing managers and sales team, companies increase sales and return on investment.

Allegro Communications, Inc. is a direct marketing firm based near Chicago, Illinois with 18 years of experience helping its clients create strategic, results-driven direct marketing communications. For more information, visit Allegro's website at www.allegrolink.com.

FreshDM, a web-based application developed by Allegro, allows a company's marketing managers or sales team to quickly and easily create custom, variable print and direct mail. To learn more about FreshDM, go to www.freshdm.com.

All trademarks acknowledged.

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