

Ballantine Announces New Integrated Direct Marketing Service to Boost ROI

WAYNE, N.J., March 9 (SEND2PRESS NEWSWIRE) – This week Ballantine announced the launch of its new iDirect service, an **integrated direct marketing** program that combines direct mail, e-mail marketing, personalized URLs and the Intelligent Mail Barcode.

Ballantine iDirect helps companies to connect with their customers on and off line. And, when these individual marketing tools are combined, they work together to maximize a campaign's ROI.

"Our new technology works fast and provides measurable results," says Ryan Cote, director of marketing for the Ballantine Corporation.

This integrated direct marketing program can be used by almost any type of business, but is ideal for those already using direct mail and e-mail.

So, how does it work? First, Ballantine sends out a direct mail piece to a company's house file with a personalized URL (PURL). The direct mail piece is tracked using the Intelligent Mail Barcode (IMB) and, when it is reported as delivered, an e-mail is triggered to the same house file to reinforce the marketing message.

For instance, a cruise line wants to announce a special spring package to previous passengers. Rather than choosing between sending out a **direct mail** piece or sending out an e-mail blast, the cruise line can do both in one campaign with the enhancement of a personalized URL.

PURLs are included in the direct mail piece and e-mail to drive the customer to a personalized web page. It can even process credit card orders if needed. These PURLs are customized to gather responses and full reporting is provided for the PURL, the e-mail and the delivery of the direct mail piece. An appropriate follow-up strategy can then be developed.

Ballantine can also handle all aspects of **copy and design**, making the iDirect program a turnkey service.

About The Ballantine Corporation:

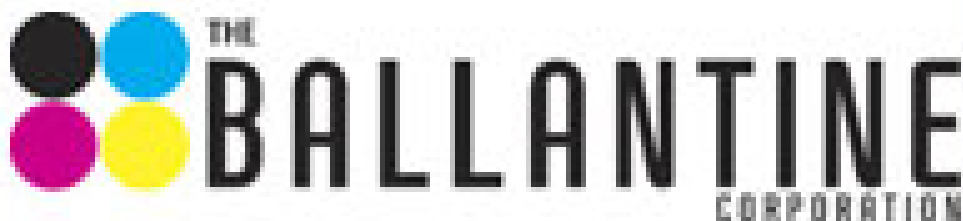
Family-owned since 1966, The Ballantine Corporation is a New Jersey-based company offering direct marketing production services to companies, nationwide.

For more information, visit: www.Ballantine.com .

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