

FREE MARKETING ASSESSMENT

cohereOne
NEW PATHWAYS. BETTER OUTCOMES.

Integrated direct mail solutions for forward-thinking brands.

Whether you're launching a new brand, you're a digitally native brand that's never tried direct mail, or you're an established brand with experience operating in a complex marketing ecosystem, we can help you. We're driven by ideas in a way that is a little unusual for a data-driven direct marketing agency.

Our experience integrating digital marketing indicators with proven direct mail strategies gives us unrivaled expertise. Our clients' results demonstrate that analytics — coupled with fresh and innovative thinking — is a powerful combination.

Our core values:

- Honesty and transparency
- Brand ambassadorship
- Fierce independence and channel agnostic

cohereOne

Our brand engagements begin with a helpful assessment to learn about the health of your business, and to discover opportunities for significant and measurable growth.

1. Should I be using the direct mail channel? If I am already, am I mailing too much or not enough?

The key to running a successful data-driven marketing program is knowing how to maximize ROI or ROAS when deploying advertising dollars. If you're using direct mail, we'll review your contacts and cadence strategy to find opportunities to increase both top line sales and bottom line profits. If you're not using direct mail, perhaps it's time to test! Our assessment will determine how and when to do so.

2. How should I communicate with my existing customers to increase engagement?

The data you possess about your customers is your company's most treasured asset. Segmentation, corresponding offer and relevancy increase engagement metrics and decrease fatigue. This translates into improved ROI. Our assessment will determine how well you're leveraging this asset.

3. What more could I be doing to maximize customer acquisition, retention, and reactivation?

Activation, retention and reactivation are three key tenets for engaging with your customer groups. We understand the needs of a healthy and growing customer file and will set forth plans and strategies to ensure the right course of action.

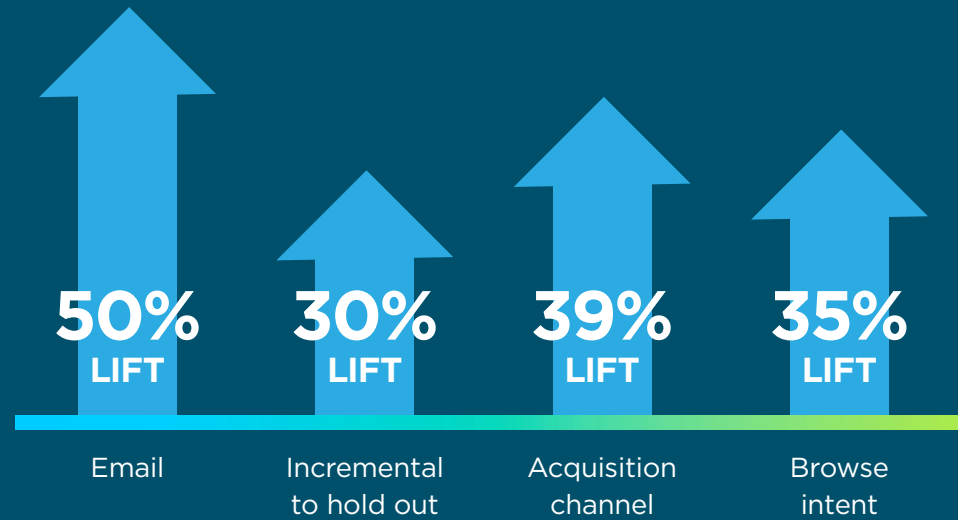
4. How can I find the best prospect audiences?

Marketing isn't about optimizing ad channels — it's about reaching the most responsive audiences with relevant messages. It's not a channel that makes a purchase, it's a customer. We're pioneers in advanced audience development, and we continue to find our clients the most responsive prospect audiences.

5. How can I integrate my brand's marketing efforts and customer's behaviors to increase sales?

Direct mail and digital advertising channels are complimentary with each having its strengths and weaknesses. When these efforts are integrated, your engagement and campaign performance indicators will improve. More importantly, your customers will be delighted!

DIRECT MAIL INTEGRATION CASE STUDY



Bringing it all together

The secret's out — print is a digital champion! When direct mail is successfully and artfully integrated with other digital indicators and channels, we typically see increased performance.

There's just one way to find out what kind of lift our direct mail integration strategy can produce for your brand. Test. Retest. Rollout!



Some friends we've helped along the way

YETI

 **Herman Miller**



FILSON
Since 1897

free people

ANTHROPOLOGIE

The logo for Burpee, featuring a red flower above the word "BURPEE" in a serif font.

 **title nine**

COLDWATER
Creek

Vera Bradley

 **stio**

patagonia



The logo for Galls, featuring a blue stylized "G" followed by the word "GALLS" in blue.

 **VALLEY VET SUPPLY**



 **ROYAL ROBBINS**

 **The REPUBLIC of TEA**
LEADING PURVEYOR OF PREMIUM TEAS

 **New Pig**

goop



 **West Marine**

 **Peet's**
COFFEE

 **KING RANCH**

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