



# Target your customers accurately with Grenville's direct marketing



Every day, people are bombarded with information – about 3,000 messages, of which 850 are commercial. The challenge for marketers is how to cut through the clutter, so that people notice and remember what *you're* saying. So that *your* product stays top of mind.

Grenville's **direct-marketing** division has the right blend of talent and technology to ensure that you always hit your target. We offer the latest in customer-relationship management, direct mail,

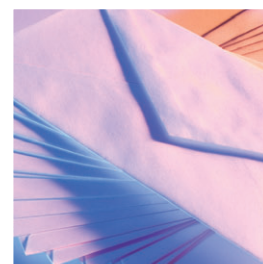
contact centres and e-commerce support.

Everything we do is customized to your individual needs. See for yourself how personalized, cross-media marketing campaigns can increase sales and response rates by seven to 34 percent, versus traditional approaches.

## Make use of a wide range of direct-response tools

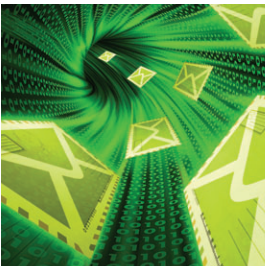
Grenville is a full-service provider, offering a turnkey solution for all of your requirements:

- a cutting-edge data centre with complete software support for your customers and prospects, including merge/purge, matrix calculation, U.S. and Canadian postal sorting, as well as customer-specific programming
- the very latest in data analytics to evaluate and target your customers' behaviour, and create a multi-channel strategy to reach them – whether it's B2B or consumers



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Stretch  
your  
marketing  
dollar  
with  
fully  
integrated  
services



- a comprehensive inbound contact centre, 24/7, with multilingual specialists trained in customer-service skills, who can, among other things, capture leads, process orders, run consumer help lines, schedule appointments – and always represent your organization in a professional manner
- high-quality, variable digital imaging, inline duplex ink-jet capability, extensive lettershop services, match mailings, card affixing, poly bagging and tip-ons
- the most current e-commerce support, including integrated PURL (personalized Web addresses) with landing and survey pages to interact with visitors
- total fulfillment capabilities, including Web-enabled inventory management, secure warehousing and storage, global literature and product distribution, and kit assembly



## Let Grenville make a difference in your targeted campaigns

With all of our services in-house, and just one supplier to deal with, Grenville can simplify – and expand – your direct-marketing efforts with a results-oriented drive.

A multimedia approach means that we can find and analyze your customers' demographics, profile them, and then build a targeting strategy using multiple channels.

Here's just one example: send them an e-blast; mail them a direct-marketing print piece with their personalized Web address (PURL); direct them to a landing page where they can win something if they fill out a survey or chat; and follow up with a phone call thanking them for visiting the site.

Even traditional, personalized mailings – with letters and matching close-faced envelopes or something more elaborate like shrink-wrapped packages or multiple poly-bagged inserts – are handled with pinpoint attention to detail.

Trust **Grenville** to partner with you  
and cut through the clutter.

Please contact Grenville Sales at  
[sales@grenville.com](mailto:sales@grenville.com) for further details  
18 Eastern Avenue, Toronto, Ontario M5A 1H5  
Telephone: 416.815.8882 Toll-free: 1.866.467.5391  
[www.grenville.com](http://www.grenville.com)

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