

Dialogue

di_a_logue

[dahy-uh-lawg, -log] noun, verb -logged, -logu_ing.

-noun

1. conversation between two or more persons.
2. an exchange of ideas or opinions on a particular issue, esp. a political or religious issue, with a view to reaching an amicable agreement or settlement.

Sounds good doesn't it? You're probably talking to your customers already! But are you having effective conversations with them? Are they responding to you?

Above all are you getting the **Return on your Marketing Investment that you need?**

Dialogue Marketing at Commence Group utilises all the aspects of Direct

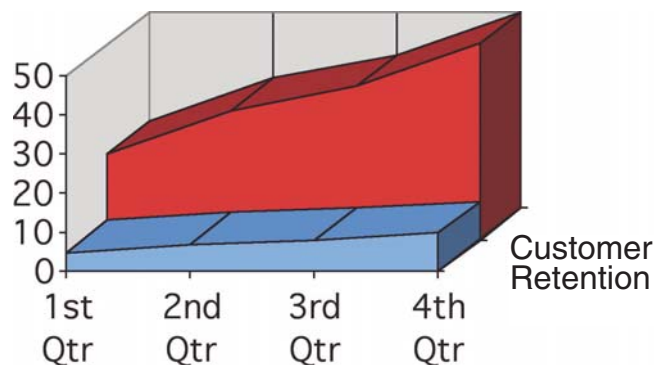
Marketing to truly engage your customers either by

- Direct mail
- Email
- Telephone
- Advertising

It's estimated that it's 5 times more expensive to win a customer than it is

to keep them. The secret is simply, talk to them, engage them and give them the choices.

Our philosophy is based upon the theory that you should and need to have a truly 1-2-1 tailored approach to your communications. We'll help you to up and cross but above all better build relationships where both parties feel the benefit.



Remember,
if you're not talking to your customers, someone else will be!

Dialogue

Case Study

Client:
SMA Group – DVLA Auctions

Background:
SMA Group are the UK's largest independent motor auctioneer and holders of the prestigious DVLA Personalised Registrations auction contract. The auctions sell registrations ranging from £1,000 up to in excess of £300,000.

Brief:
Run a test campaign to market "name

spelling" registrations such as W4 TER (Water) to businesses and high net worth individuals.

Execution:
"Name spelling" registrations were identified and sent a range of direct mail pieces. The mail pack used a bespoke envelope and included a highly personalised letter. 10,000 packs were mailed to a cold list.

Telemarketing follow up tested on 1,000 recipients in order to encourage

bidder registration.

Results:
One mailing of 10,000 packs resulted in 84 registered bidders and the sale of 6 additional registrations generating an ROI of 153%

Testimonial:
"Thank you for contributing towards our success."
Julie Harker, Marketing Manager



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Case Study

Client:
The Trading Floor

Background:
The Trading Floor are the UK's largest multi-channel list manager. An award winning data offering based around transactional data has fuelled rapid growth of the business with divisions now supplying the following sectors: Automotive, FMCG, E-Retail, Charities, Financial Services,

Insurance, Debt Recovery and Publishing

Brief:
Design and create business development collateral from mail pieces and emails through to advertisements.

Execution:
Trade Press customer recruitment campaign,

direct mail pieces and emails have been used in order to support the business development teams at the Trading Floor.

Results:
The Trade Press campaign was copied by a rival. In terms of results, we're sworn to secrecy



The Dyson. The iPod. Microwaveable Rice. Database Marketing magazine. The Trading Floor. That's a lot of innovation to fit in, in the last 10 years.

Here at The Trading Floor we've been doing our bit to help shape the future of the data industry. With our ground-breaking multi-channel transactional data set we enable clients to not only talk to the right person, at the right time, but perhaps more importantly in the right way. The way the consumer prefers. The way they respond. With a volume base of over 14 million records compiled with over 300 transactional variables from the insurance/ finance/ mail order sectors, and a recency of less than 12 months that's continuously

refreshed monthly, you can see why we're pretty pleased with ourselves.

And it's not just us that thinks so - we've recently been named Data Strategy's Data Provider of the Year. Talk to us about your data tagging, acquisition and database requirements and see for yourself why we're such a bunch of show offs.

