.DAMCH

MARKETING & RELATIONSHIP

Data to sell again to the customers you already have

Big data, segmentation and omnichannel journeys to grow repeat sales and build loyalty.

THE LANDSCAPE

Generic campaigns cost a lot and convert little

With demographics, purchase history and browsing behavior, companies segment audiences, personalize messages and forecast demand. The result: the right content for the right person.

US$ 38

average return for every US$ 1 invested in email marketing

Source: Direct Marketing Association

HOW WE CAN HELP

- **Big data segmentation**
  Audiences split by profile, interest and buying stage.
- **SMS, WhatsApp and push**
  Offers and alerts on the channel your customer uses.
- **Social media and leads**
  Optimized profiles, lead magnets and ads.
- **Variable-data email**
  Personalized XMPie layouts, automated and measurable.
- **SEO and content**
  Indexing, on-page optimization, backlinks and blog.
- **Affiliates, cashback and TransPromo**
  New sales channels, even inside the bill.

CONNECT .DAMCH

SECTOR EXPERIENCE

+206%

more opportunities in a social-impact employability program, with trackable email and SMS journeys.

We also serve business associations, print shops and tech companies.

10B+	500M+	100M+	45+
emails sent	SMS sent	people reached	clients

Security, Reliability & Objectivity.
Technology & Journey Design

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