

Cloud Services

A perfect complement to printing and direct mail, and a key revenue driver in today's B2C and B2B marketplaces, Ai's Cloud Services help your business or organization have meaningful, consistent customer interactions across multiple channels.

Ai360 uses two platforms, Campaign Manager and DM Boost, that enable your print and digital marketing strategies to work together in integrated workflows. All campaigns include a real-time reporting dashboard, enabling you to follow up with customers and prospects in a timely manner.

CAMPAIGN MANAGER FEATURES

Campaign Manager implements B2B and B2C marketing strategies using print and digital communications tactics that are mapped, triggered and executed based on customer behavior and engagement. Features of Campaign Manager include:

- Marketing Automation program with customized reporting
- Direct Mail printing and distribution
- Email campaign management
- Responsive Landing Pages
- QR & Mobile Barcoding
- SMS
- Optional creative services

Each feature can be used independently or combined with any other to build a customized, automated campaign that reaches your audience based on how they interact with your brand.

DM BOOST FEATURES

DM Boost gives your direct mail campaign added tracking capabilities while keeping your brand and message in front of audiences for up to 30 days using retargeting on the Google Ad Network and social media channels. Features of DM Boost include:

- Direct Mail printing and distribution
- Dedicated call-back phone number with tracking
- Mail tracking so you know when your piece arrived
- Google Ad Network retargeting
- Facebook and Instagram retargeting
- Optional creative services