

# SUPERCHARGING YOUR DIRECT MAIL RESPONSE RATES



# IMS Ideas, LLC COMPANY OVERVIEW

IMS Ideas, LLC is offering cutting-edge new programs for companies that utilize direct mail marketing to reach their customers. These groundbreaking programs will supercharge your response rates over standard direct mail.

Our specialty is combining instantaneous delivered virtual rewards and financial network transaction based technology with new or existing direct mail campaigns to elevate your customer acquisition or retention programs to new levels.

We can help introduce you to a whole new dimension in direct mail marketing or just add some new wrinkles to your existing campaigns. We can combine your Internet and E-mail based marketing along with text messaging and in-store transactions to build a multi-faceted customer motivational experience.

# IMS IDEAS TECHNOLOGY HIGHLIGHTS

The highlights of the response incentives contained in our programs are the following:

- Incentives are instantaneously delivered to the consumer to provide them with the greatest possible motivation. This is done via instant rewards activation or delivery via telephone, the internet or retail location store based POS devices.
- These incentive programs have the potential to interact with the consumer multiple times and not just a one shot “all or nothing” approach.
- They are fresh and in high demand in today’s marketplace such as instant cash, free movie tickets and the like as opposed to the usual gimmicks or promised discounts to be received at some future time which usually end up in the trash.

# INSTANTLY ACTIVATED GIFT CARDS

IMS Ideas, LLC can help you design a direct mail program centered around giving the recipient an actual Visa/MC/Discover Card or one of several popular national retailer's Gift Cards. The Gift Card is shown prominently through the package face.

These cards are then instantly activated for the face dollar amount when your potential customer responds as you desire, whether it be an on-line or telephone purchase, a donation or membership submission received or a retail location visit or purchase. These are much more effective than the “fake card” mailings widely used today.

- IMS Ideas will provide program concept and design, testing, implementation, card printing, numbering and activation.
- IMS Ideas will coordinate the retailer, bank, processor and financial associations such as Visa/MC/Discover.



# PRODUCT MANUFACTURER'S GIFT CARDS

IMS Ideas, LLC, in partnership with banks and various financial transaction processors can now issue hard plastic Gift Cards for any product manufacturer that can be automatically redeemed at any point of sale location that can accept credit cards anywhere in the world, for only the product designated by the manufacturer. Previously this was only possible for brick and mortar or internet based retailers.

These Gift Cards can be then be transformed into a Product Loyalty Card, building cash value or building points redeemable for manufacturer's products or other valuable products. The highlight of this Product Loyalty Card is that it now puts the control of the program in the product manufacturer's hands, not the retailers where the products are sold. Thus an entire marketing (and lots of direct mail) campaign can be built around a name brand product, such as the Kellogg's or Coca Cola Loyalty Card.



# ELECTRONIC COUPONS

Standard paper coupons have been around a long time, but in today's electronic age, these can have limited consumer motivation as the consumer still has to pay something to receive the benefit. In addition, they have to be issued in cooperation with a retailer, are fraught with possible consumer hoarding and fraud issues and require manual bundling and handling by the retailer back to the product manufacturer.

Now, Electronic Coupons can be issued for the entire product amount such as a free 16oz. bottle of Coke or for a certain designated cash amount such as \$5 towards the product purchase which is processed like cash and deducted from the amount due as soon as the Gift Card is swiped at any store.

The Gift Card can also be used as electronic coupon, acting exactly like a paper coupon offering something like \$1.00 or 20% off of purchase price, but there are no paper fraud issues and there is no coupon bundling and manual handling as settlement with the product manufacturer is all done electronically.

# VIRTUALLY DELIVERED GIFT CODES

IMS Ideas, LLC can help you design a direct mail program centered around giving the recipient a digital code that when activated upon response can be used instantly on-line just like a Visa Card or at popular on-line stores such as Amazon.Com.

To redeem their instant free Gift Codes the recipient of your direct mail piece has to visit your web site and thus you have another marketing opportunity and can collect some vital data for future marketing efforts to this same individual, such as e-mail address or a cell phone number for promo texting. Codes can be also printed on plastic or thick paper cards to further enhance your package's perceived value and opening %.

Jergens

**Congratulations!**  
You're a 3 Days To Glow Winner!

Show off your fabulous summer glow  
with dinner and a movie on us.

**YOUR FREE GIFT  
CODE IS:  
123-456-78**

New Jergens® natural glow  
express Body Moisturizer

# REPEAT INTERACTION REWARDS PROGRAMS

Taking the benefits of a virtually delivered reward code a step further, to gain even more consumer interaction while a recipient enjoys a reward, it can now it can become a membership in an ongoing on-line rewards program.

This can be a 30 day membership in a Discount Dining or Entertainment program that gives customers access to great discounts at over 50,000 restaurants nationwide. Each time your customer goes on-line to print out a new Discount Dining or Movie Ticket coupon, they will be reinforced with your marketing message on your custom branded Rewards Site. Upon a sale, access can then be extended for an additional amount of time or other Rewards portals can be opened.





# TRIPLE PLAY DIRECT MAIL PROGRAM

Imagine being able to reward your customer for just opening your letter or package. Most Direct Mail programs are an “all or nothing” gamble. Either the recipient is interested enough in the offer and responds quickly or tosses the letter unopened or gives it just a brief glance before trashing it.

Now, you can reward the consumer just for opening the letter, even if there is no initial interest in your offer by them. Then, while redeeming the free “opening offer” a second offer is made to at least call an operator, visit a web site or a retail location, which once performed, activates the second reward.

Then, once an actual purchase or other defined consumer behavior is accomplished, the third and best reward is instantly activated!



# HOW TO BUILD A BETTER NOT FOR PROFIT PACKAGE

Not for Profits often load up their direct mail packages with expensive gifts such as custom address labels and notepads hoping that the recipient will feel generous enough in return to donate. The problem is that everyone costs the same who receives your package regardless if they donate or not.

Now, you can now offer a much less expensive package to produce and mail, but still with the high perceived value of your current packages with IMS Ideas, LLC's virtually delivered and instantly activated rewards. Better yet, you can only activate the gifts for those who actually donate, lowering your cost overall to the ones who do not.

In addition, for your highest dollar donors, an additional reward can be activated upon receipt of the designated donation, totally eliminating the expensive secondary fulfillment of an item such as tote bag or other gift.

# UNIQUE DIRECT MAIL IDEAS

IMS Ideas, LLC is constantly developing new and innovative concepts for direct mail all with a purpose to greatly increase response rates for your customers.

- Visa/MC/Discover Rewards Cards or Gift Codes which instantly are activated upon your designated consumer response.
- Exciting Consumer Loyalty Programs which cause repeated interaction between you and your target customers.
- Attention getting outer packaging such as printed boxes or clear wrapped product mailers.



# COMPANY BACKGROUND

IMS Ideas, LLC has been providing Secure Credit Cards, Retail Gift Cards, Membership, Loyalty and Insurance Card printing, personalization, packaging and fulfillment services since 2004. This includes concept and product design, testing, integration, manufacturing and fulfillment.

Our specialty is launching new programs and products and upgrading existing ones to enable our clients to acquire and retain the most important thing, great long-term customers.

Many of these programs have proven to be to be industry leading success stories for our customers such as Home Depot's Prepaid MasterCards, ACE Hardware's Gift Cards and Sears and Kmart's Loyalty Program.

# CONTACT INFORMATION

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