



DTI Circulation Explained

A cost-effective solution to enhance circulation, provide powerful marketing tools, and increased revenues.

DTI Circulation is a central component of DTI's *Targeted Audience Solutions* and helps retain readers, optimize single copy sales, and enhance relationships with advertisers while providing strong marketing tools and real-time management data.

More than 1,000 newspapers of every size benefit today from using DTI Circulation.

- Understand the customer experience across all touch points
- Respond to sales history to optimize single copy sales
- Automate and better manage workflow
- Fully equip distribution personnel to manage third party product distribution
- Leverage audience data to build successful marketing campaigns
- Access information on demand—key indicator reports, dashboard views as well as operational and ABC reporting

Direct Targeted Marketing

- Enable the use of lifestyle demographics to build a successful direct mail business
- Create targeted marketing campaigns that attract new subscribers, win back former customers and promote new offers to existing subscribers
- Gather accurate audience data to use in marketing efforts and audience retention

Management information

- Supply a full set of reports from day-to-day business workflow, to critical decision-making
- Provide all the data needed to better manage retention, increase productivity, understand sales trends, and increase revenue opportunities



Efficient CRM

- All touch points are available to customer care members—including inbound and outbound contacts, marketing efforts, billing documents, as well as alerts and notifications related to delivery delays, outstanding action items and up-sell opportunities
- Customers decide how they want to manage their account—using the internal call center, accessing the self-service area of the website or manage their account by phone using an interactive voice response technology

DTI Circulation offers all tools necessary for effective circulation management—either through DTI Cloud, our secure SaaS environment, or an on-premise implementation.

Altogether Better

DTI Circulation is a part of DTI's *Targeted Audience Solutions* that include *DTI ContentPublisher*, *DTI AudienceReach*, *DTI Advertising* and *DTI Financials*. Together they enable the news media industry to create and deliver targeted content faster, and more efficiently, than ever before.