

SYNERGY
DIRECT RESPONSE

About Us:

Since 1989 the founders of Synergy Direct Response have provided full service Direct Response Mail Services. Our Agency is privately held and has a diverse client base ranging from local small businesses to Fortune 500 customers. We service customers in both the B2B and B2C segments. Having been involved in the creation, design and production of over **1 billion pieces of mail** we have the experience to help our clients be more successful.

Mission:

At Synergy Direct Response our primary goal is to produce quality direct response materials that generate consistent response for our clients. We achieve this by first having a clear and comprehensive understanding of your marketing expectations and then finding solutions for achieving your desired results. Add to this our commitment to **on time, on budget and profitable** direct marketing programs and you'll understand why we are recognized as a premier direct response agency.



Partial Client List



How Synergy Can Increase Response

1. Data

- Testing
- Data Modeling
- Case Studies for Multiple Industries
- Prospect Data
- Database Housing and Design
- Data Profiling
- List Cleansing – NCOA

2. Offer

- Offer Improvement
- Case Studies

3. Mail Piece

- Creative
- PURLS
- Case Studies

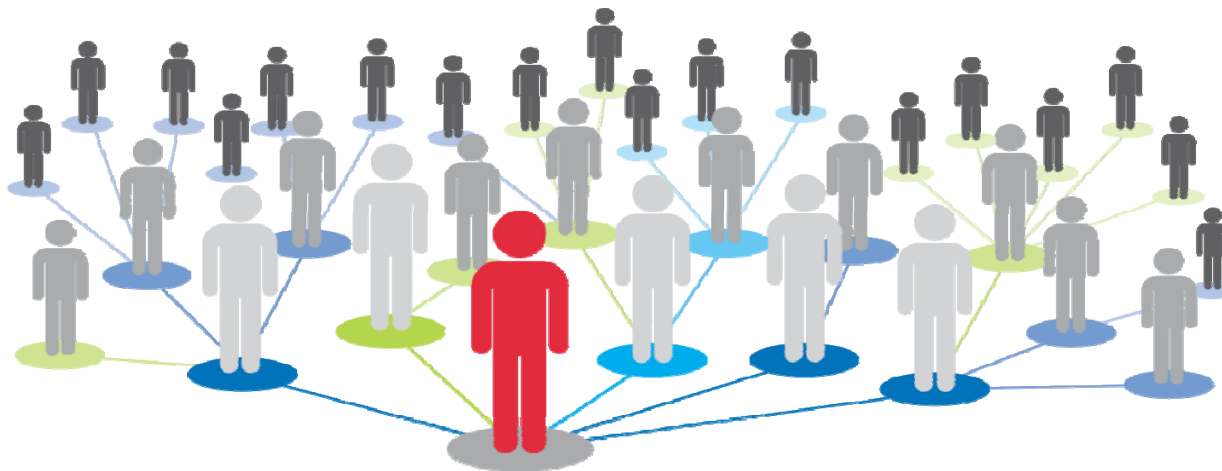
4. Additional Services

- Telemarketing/Call Center
- PURLs – Personalized Landing Pages
- Landing Pages
- QR Codes (Quick Response)
- Quick Turn Times
- Tracking (phone email, web)
- Back End Analysis
- E-mail Design and Coding
- Toll Free/Vanity Numbers
- Surveying
- ROI Prediction and Analysis
- Drop Shipping

Data Services

By having a clear and comprehensive understanding of your marketing expectations, we are able to find solutions that will achieve your desired results. Add this to our commitment to on time, on budget, profitable direct marketing programs and you'll understand why we are recognized as a premiere direct response agency.

- | | |
|---------------------------------------|------------------------------|
| •Data Selection and Analysis | •Data Selection; B2B and B2C |
| •Data Modeling | •Data Profiling |
| •Data Cloning | •List Cleansing- NCOA |
| •Case Studies for Multiple Industries | •Database Housing and Design |



Direct Mail: At Synergy, our Direct Mail Experts specialize in lowering your average Cost Per Lead as well as increasing your Return On Investment. Let Synergy put one of our high performance mail campaigns together and watch as your response rates increase!

Postcards



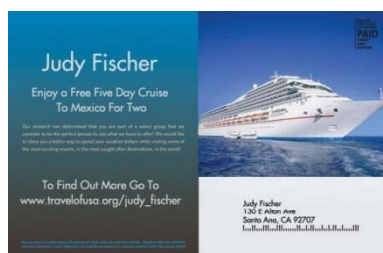
Letter & Envelope



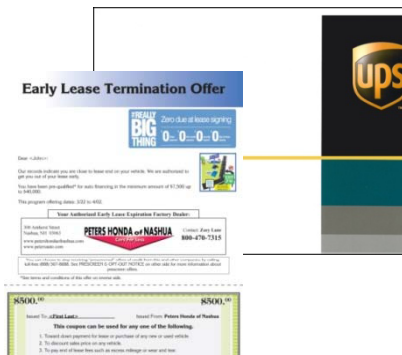
Self Mailer



Digital Variable Postcard with PURL



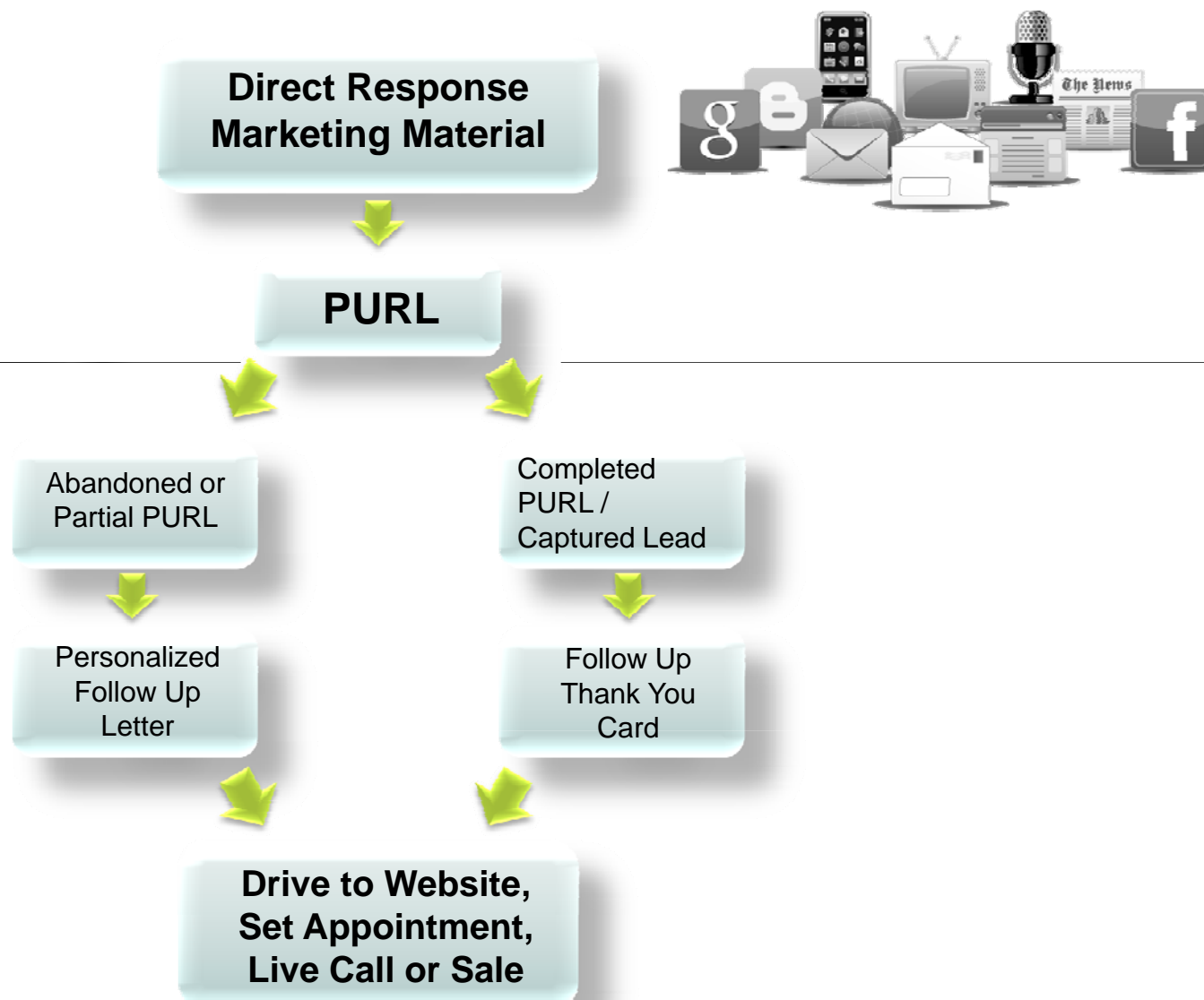
UPS Envelope



Secure Pack



Multi-Channel Marketing Approach



PURLS

A PURL, or Personalized URL, is a custom micro website created specifically for the recipient of a particular direct mail piece. Not only does each recipient have a unique URL, but the landing page will greet that recipient by name!

45

homeowners will

WIN!

in the SunGate Home Improvement Sweepstakes

April 29, 2011

John Doe

We have partnered with our suppliers to offer you the newest "State-of-the-Art" energy saving products for our 2011 Home Improvement Sweepstakes. 45 homeowners will Win! Send in your RSVP card for your opportunity to WIN these great energy saving products or for quick and easy free online registration, log-on to:

www.SunGateSweeps.com/John_Doe

SUNGATE PRODUCTS

- Energy Saving Lifetime Exterior Coating
- Energy Saving Home Solar System
- Energy Saving Roofing System
- Beautiful Energy Saving Windows
- Kitchen Cabinet Refinishing
- Solar Hot Water System
- Energy Saving Tankless Water Heater

WAYS TO ENTER:

5

ed entry form

PURL directs

the consumer to

Synergy Vx

standing page

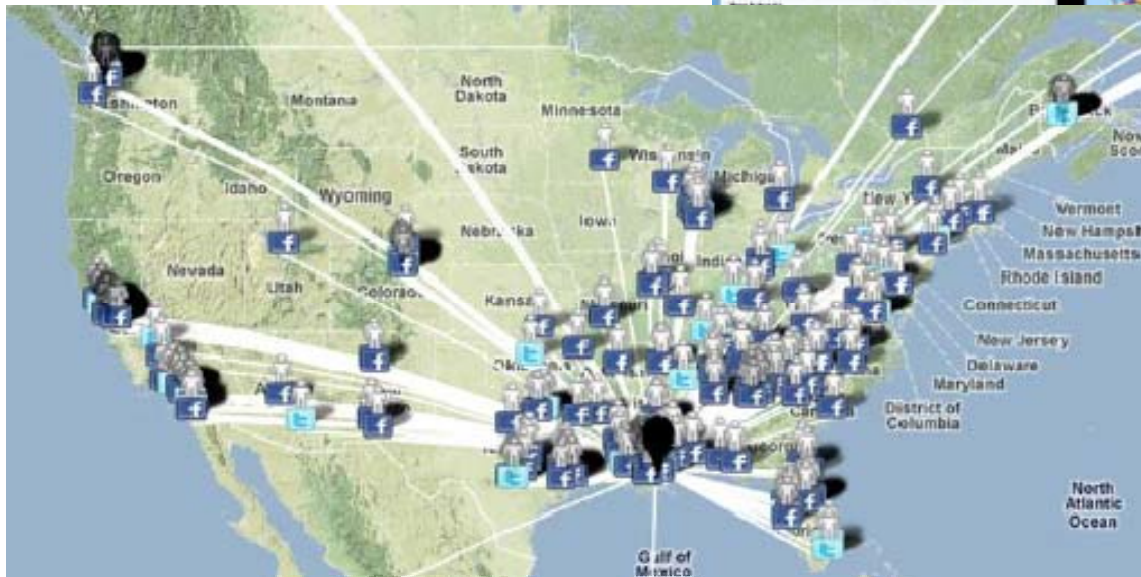
PURL Benefits:

- Gathering customer information
- Setting up appointments
- Driving traffic to a landing page or website
- Increased response rates
- Adding valuable insight to an internal database

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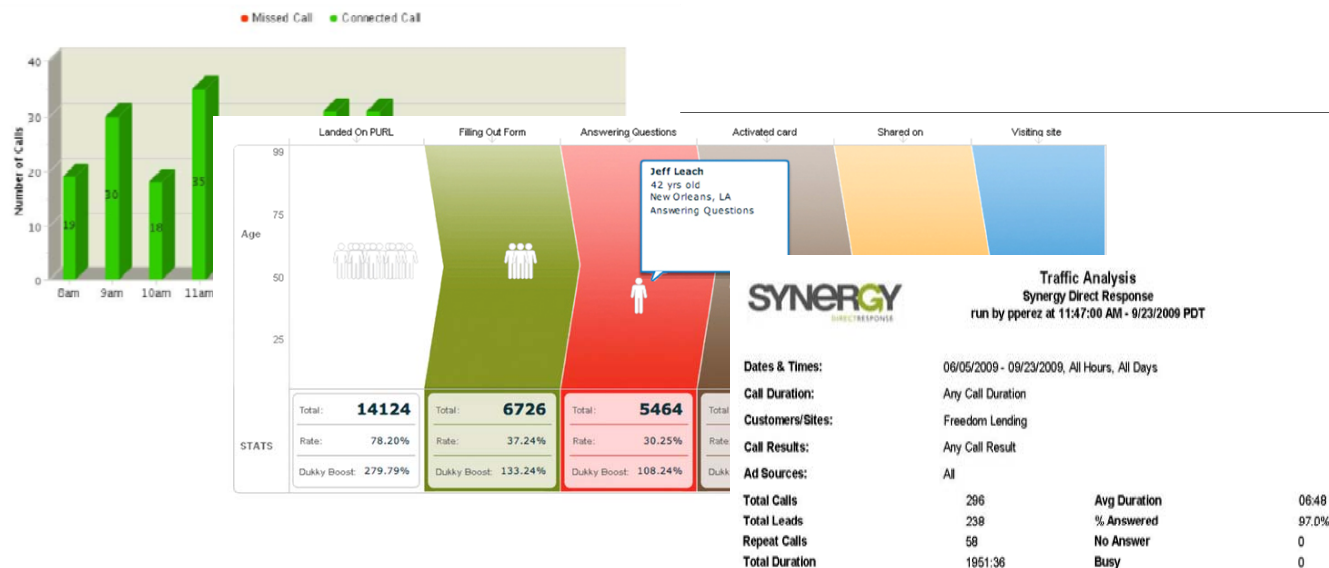
Synergy Vx: One-click Viral Sharing

With **one** click your campaign is promoted and endorsed by your consumers utilizing **email** and **over 287 social networks** including Facebook, Twitter, MySpace and LinkedIn.



Analytics

Synergy cares about your campaign and results. By tracking your campaign we will optimize your response and conversion. We include a robust suite of tracking software and tools so we can analyze and augment your campaign.



- Live inbound call tracking and recording
- Direct Mail tracking / Intelligent Barcodes
- Real time analytics with Synergy Vx



Shayne Walters

New Business Development

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