

# Turning Insights Into Experiences

Our Integrated Engagement methodology reflects a series of competencies that overlap to successfully communicate with your customers. Our process is deeply rooted in data and customer behavioral analytics, which drives the cycle of strategy, creative, channel management and execution. While the tools are very important, we find that the best results come from a coordinated team that spans different disciplines working together to drive a specific outcome. The graphic on the next page illustrates the infinite loop that we follow to coordinate our efforts.

**Business Strategy and Account Management Teams** – Work with our clients to understand the objectives of the marketing program and to provide historical insight and industry knowledge. These groups provide proactive analysis to identify streams of messaging to trigger the desired behaviors of defined consumer segments.

**Project Management Team** – Encompasses the entire program with planning, control and status updates to all stakeholders.

**Analytic, Strategy and Data Science** – Work with the Strategy and Operations teams to source third-party data and assimilate it with web behavior and client data to build greater insight into the consumer profiles. From the data sets, the team produces specific algorithms for the preferred marketing program (i.e., propensity to purchase models or churn models).

**Creative Services** – Data and creativity work together to create a sustained emotional connection. Our in-house creative team works in conjunction with your brand to create a cyclical generator of inspirational emotionally driven ideas. The goal is to deliver the right emotional message at the right time through a fusion of data and creative.

**Production and Marketing Operations** – Provide the full ecosystem of technology that enables integrated engagement. Some key elements include campaign management to synthesize the data, segmentation, messaging and channel execution for both digital and traditional channels. The system also creates automated control groups (A/B testing) stratified by cluster/segment to self-adjust the weighting to optimize the offer results.

**Quality Team** – Monitors and reports on quality throughout the system.

**Multichannel Delivery** – The campaigns are intelligently designed to leverage digital and traditional direct marketing channels. They are also optimized to leverage the rich data and unique relationship-building opportunities found in the contact center.



LEARN MORE ABOUT  
OUR INTEGRATED  
ENGAGEMENT  
METHODOLOGY.

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# Integrated Engagement Methodology

Data is collected from all internal and external touchpoints during the multichannel delivery execution and fed back into the campaign database. The Business Strategy and Account Management teams meet with all stakeholders to review results and modify strategy and execution as needed.

