

# Mobiledirect

Mobile Marketing Program

*Multi-Touch Points at Just One Price!*



**Touch the lives of consumers through text and supporting media to:**

- Increase Sales
- Acquire New Customers
- Drive Store Traffic
- Drive Online Traffic
- Call Attention to Postal Mailings
- Optimize Your Mail Merge File

Millard Group will work with you to build an effective and integrated Mobile Marketing program, offering you a turn key process to communicate with your existing customers and tap new prospects. We offer you access to:

## \*\*\*63 Million Double Opt-in U.S. Consumers\*\*\*

- **Detailed Segmentation – Self Reported Data Attributes**
  - Full Demographics
  - Product Purchases/Lifestyles (100+ categories)
  - Ethnicity—Language Spoken
  - Religion
  - Marital Status
  - Singles & Dating Site Preferences
  - Auto Interest
  - Political Party Affiliation
  - Donors
  - Pet Ownership
  - Finance
  - Sub-Prime Credit
  - Gay/Lesbian
  - Gambler/Gaming
- **Multichannel Reach**
  - Matching Email and Postal Address for Each Record
- **Affordable Acquisition and Retention Programs**
  - Cost Per Thousand Includes:
    - Program Set Up
    - Selects
    - Deployment
    - Reporting



10,000 Text & Email  
or Text & Postal  
**\$2,400**

50,000 Text & Email  
or Text & Postal  
**\$8,750**

20,000 Text & Email  
or Text & Postal  
**\$4,300**

100,000 Text & Email  
or Text & Postal  
**\$15,500**

**And all three at the rate of:**  
**10,000 = \$2,850**  
**20,000 = \$5,050**  
**50,000 = \$10,150**