

PDi e-Distribution

Your digital delivery partner

e-distribution is a (paper free) form of delivery which uses electronic mail as a means of communicating commercial messages or delivering digital collateral to an audience.

Database management provides the low cost solution to distribute material to a wide range of specific, potential or existing customers.

Compared to other media investments such as direct mail or printed newsletters, e-mail is less expensive. An exact return on investment can be tracked and has proven to be high when campaigns are effectively designed and produced.

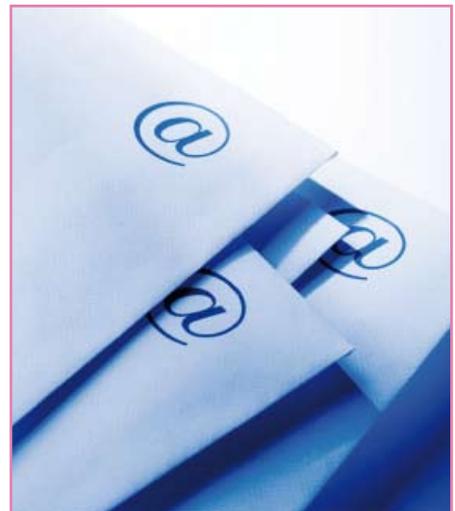
The delivery time for an e-mail message is short (i.e. seconds or minutes) as compared to a mailed advertisement (i.e., one or more days).

An advertiser is able to "push" the message to its audience, as opposed to website-based advertising, which relies on a customer to visit that website.

E-mail messages are easy to track. An advertiser can track users via autoresponders, web bugs, bounce messages, unsubscribe requests, read receipts, click-throughs, etc. These mechanisms can be used to measure open rates, positive or negative responses, and to correlate sales with marketing.

e-distribution and e-marketing can reach substantial numbers of e-mail subscribers who have opted in (i.e. consented) to receive e-mail communications on subjects of interest to them. Over half of internet users check or send e-mail on a typical day.

Specific types of interaction with messages can trigger other messages to be delivered automatically, or other events, such as updating the profile of the recipient to indicate a specific interest category.



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