# Integrated Channel Campaign Management

Smart Campaign Integration

OMI has developed a test model for integrating email into the channel mix. The test model aims to find the best use of email to lower the overall cost per conversion regardless of the channel that records the conversion. Typical channel marketing programs do not effectively integrate email with direct mail or telemarketing.
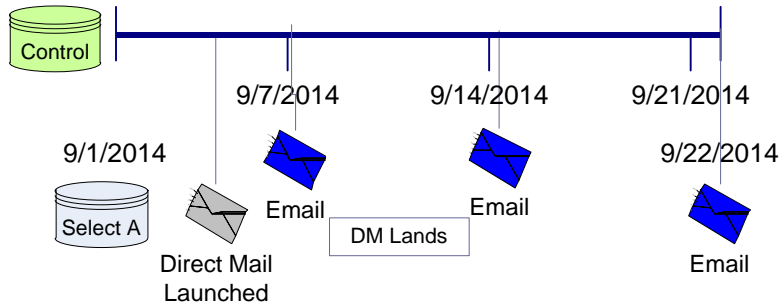
Campaign Sequences

Straight Sequence – This segment includes records that will receive a series of three emails. The goal is to build awareness of the offer to the target market and provide multiple opportunities to respond to the offer. *The goal of the Straight Sequence is to maximize response through the email channel only.*
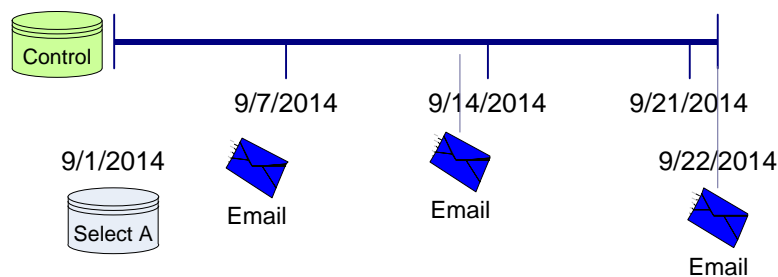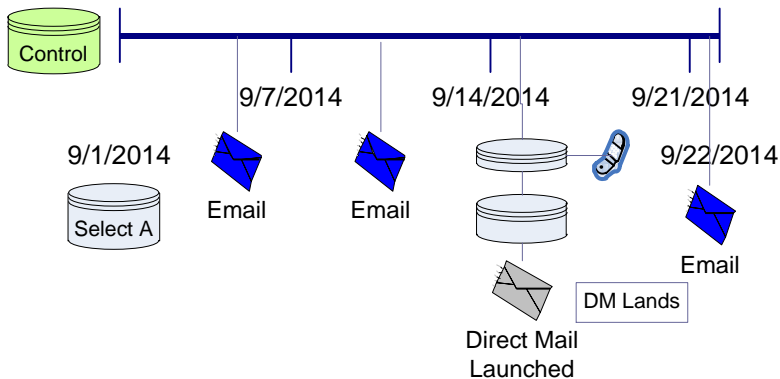

- – Transmission 1 targets the entire file.
- – Transmission 2 is sent 3-4 business days after Transmission 1 and targets two segments:
    - o Opened and did not click (slightly different email)
    - o Did not open (same email as Transmission 1)
- – Transmission 3 is sent 5-10 business days after Transmission 2 and is segmented in the same way as Transmission 2.

Interlaced Sequence - This group will receive a series of three emails, both before and after the direct mail drop. The Interlaced Sequence sends both email and direct mail to every contact. *The goal of this sequence is to maximize the response of direct mail and email.*

Control

9/7/2014   9/14/2014   9/21/2014

9/1/2014   9/22/2014

Select A

Email   Email

DM Lands

Direct Mail Launched   Email

- Transmission 1 targets the entire file and is scheduled to drop in the recipient's email box two days before the direct mail piece arrives.
- Transmission 2 is sent 2 business days after the direct mail piece arrives and targets two segments:
  o Opened and did not click (slightly different email)
  o Did not open (same email as Transmission 1)
- Transmission 3 is sent 5-10 business days after Transmission 2 and is segmented in the same way as Transmission 2.

Targeting Sequence – This group will receive a series of three emails that precede and help to target a direct mail drop. The goal of this sequence is to devise a strategy to reduce direct mail expense while maintaining the expected response rate.

Control

9/7/2014   9/14/2014   9/21/2014

9/1/2014   9/22/2014

Select A

Email   Email

Email

DM Lands

Direct Mail Launched

- Transmission 1 targets the entire file.
- Transmission 2 is sent 3-4 business days after Transmission 1 and targets two segments:
  o Opened and did not click (slightly different email)
  o Did not open (same email as Transmission 1)
- Transmission 3 is sent 5-10 business days after Transmission 2 and is segmented in the same way as Transmission 2.
- In a rollout campaign, once the Sequential Group has been emailed, we take the entire set of contacts that opened but did not click and send direct mail to them. In a test campaign, we send direct mail to the entire group and compare the responses of those who had opened the email with those who did not.

Telemarketing Integration

OMI can also test integrating email results with telemarketing as appropriate by splitting the response results between direct mail and telemarketing. Segment A, which interlaces email with direct mail, will send both click-without-conversion and multiple open receipts to telemarketing. Segment B, which uses email to target direct mail, will pass only the click-without-conversion results to telemarketing.

Segment A	**Segment B:**
• Clicks Without Conversion • Multiple Opens Without Conversion	• Clicks Without Conversion

Applying Smart-frequency to all campaigns

OMI build's business rules into its transmission engine that prevents over-exposure of your message to the file.

The two key control statistics used to monitor response and privacy are:
- *Opt-out Percentage*
- *Incremental Unique Open Percentage*