



Ask Dr. Omni, D.M.

What seems to be the problem today?

I am not sure if my ads are engaging my customers. Is there a way I can measure that?

Doctor's Orders:

One way to tell is by tasking your sales team to ask them directly if they remember seeing an ad for you recently. With the Omni DM call tracking feature, you'll be able to tell how engaged they were by their response and how they refer back to it. I'm going to prescribe you Omni DM. I think you'll really benefit from all of the features. My Resource Network (RN) team can help you create engaging and relevant direct mail pieces and banner ads. Plus, our easy-to-use dashboard will give you daily updates on the calls, impressions and clicks your online banner ads are creating.



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