



TARGETED DIRECT MARKETING

DRIVING ORGANIC GROWTH WITH DATA DRIVEN DIRECT MAIL

Today's biggest challenge is finding and retaining new customers. Instead of expensive saturation mail, find your customer by using credit attribute information provided by the credit bureaus.

As a credit bureau approved third-party processor, D2K can target your ideal customer with the right kind of offer, at the best time, and for the right amount. Doing so will get you the organic growth you need at a cost you can afford.

D2K can manage every aspect of your campaign: artwork, data handling, qualifying offer assignment, campaign management, and response tracking.

We have the expertise in managing:

- Live Checks
- Guaranteed Offers
- Firm Offers of Credit
- Present and Former Customer Programs

WHAT DO OUR CUSTOMERS HAVE TO SAY ABOUT THEIR D2K EXPERIENCE?

“D2K is the best partner for understanding our data and making the right decisions for our business. With their various types of campaigns to retain and gain clients, to the tools we can use to improve a branch's ability to contact customers, their data and internet tools have allowed us to take better control of our marketing program. They are always rolling out improvements and new tools are communicated in real time, so you always know what's happening with your system. Any updates come with expertly documented procedures for training staff and they are available any time for questions. D2K Corp is leading our team to success and they can do the same for your business.”

– Collin Williams, Executive Vice President, Wallace Management Company

D2KCORP
DATA TO KNOWLEDGE
MARKETING

PROVIDING DATA DRIVEN
MARKETING SOLUTIONS

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BUSINESS INTELLIGENCE FOR YOUR MARKETING NEEDS

At D2K we utilize innovative data solutions to expand your market. Whether you are developing a new marketing program or evaluating a current one, our data mining tools will help you make informed decisions to meet your business goals.

- Market Analysis
- Portfolio Review
- Customer Profiling
- Campaign Response Tracking
- Delinquency Performance
- Acquisition Cost Analysis
- R.O.I. Evaluation
- And So Much More!

ONLINE SOLUTIONS & TOOLS

D2K works with a proprietary intranet platform called iConnect to build the online tools for your changing business needs. iConnect enables instant company communications from anywhere, eliminates file storage on site or in network drives. Easy to use, ability to limit access for levels of employees, the portal becomes your go-to-tool for running your business!

iConnect has standard and custom modules to complement your marketing campaigns. From managing complicated programs like live checks, to running reports of online loan applications, to human resource data – iConnect has what you need to achieve unity in your offices.



iConnect Modules

- Online Application Management Center
- Live Check Processing Center
- Branch Mail Made Easy
- Apps on Demand
- Campaign Offer Look-up
- Do Not Advertise Database
- And Many More!



ABOUT D2K CORPORATION

D2K Corp is recognized for leading their clients to improved acquisition and retention of customers since it's foundation in 2005 by marketing and data experts. Using their years of experience in data mining and technology D2K is a specialist in developing processes and technology tools that can grow your business in a budget friendly manner.

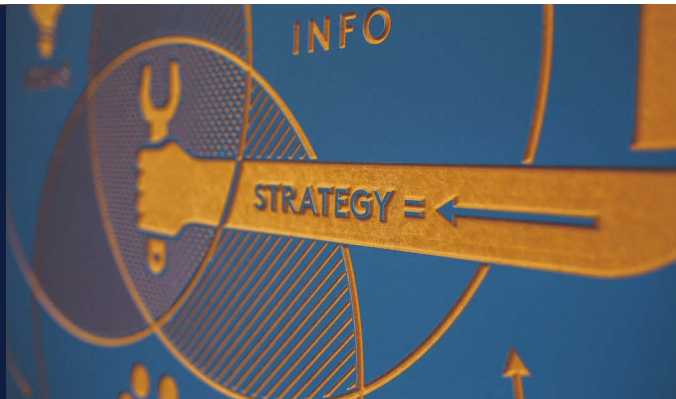
D2K isn't just about data – we provide our clients with marketing services including design, project management, analysis and performance tracking. Focusing on financial lenders direct mail campaigns, our data analysis tools increase response rates and expand customer bases.

Contact us today for a free consultation!

NEED AN ONLINE APPLICATION?

D2K has built an online application that can be linked to your website or function independently if you do not have a website.

Your branches are automatically notified and have the ability to access and print the information.



OUR PRIMARY FOCUS

- Pre-screen Mail Program Development, Enhancement, and Execution
- Online Marketing & Data Tools
- Data Analytics & Performance Tracking