



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 has provided us with a more strategic approach to our direct mail marketing efforts and online applications. D2K's marketing experience in our industry has proven to be invaluable when planning, executing, and providing results with our campaigns. The multitude of data D2K can provide has been very beneficial in helping us improve customer response and overall loan quality. Operating a multi-branch company, we've found the iConnect program to be an excellent tool for managing our mail campaigns and online loan applications. The program puts us in control of the various features it provides, and at the end of the day, allows us to provide the best service to our loan applicants. D2K is always interested in their client's ideas and is constantly using that feedback to improve their systems and processes. We couldn't be happier with D2K's services.

Brad Davis, President
Toledo Finance Company

D2KCORP
DATA TO KNOWLEDGE
MARKETING
PROVIDING DATA DRIVEN MARKETING SOLUTIONS

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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 its 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