

MCXess' Direct Marketing solutions are instruments consisting of digital interactive media promotion methods to create customer loyalty and brand awareness via Text Messages, MMS and service numbers.



Become more interactive with Direct Marketing

As a communication integrator, MCXess views each form of customer contact from a multi channel point of view. Direct Marketing in particular allows the vast majority of channels to be utilized; Service Numbers; Text Messaging; Internet Services; Voice Response Services and Voice Portals.

By optimally using communication channels such as text messaging and the internet, Direct Marketing activities have become more interactive than they have ever been before. Focused on customer interaction, loyalty and commitment, MCXess' main goal with regards to Direct Marketing solutions is to stimulate sales, generate more traffic to your stores, creating brand awareness and obtaining information from your target group to create a customer database. Having these data and information available enables you to build up a loyal and long-term customer relationship. An up to date database facilitates lead generation, address enrichment or the obtained customer information can be used for other direct marketing purposes or analysis.

Connect with your customers

Direct Marketing can be supported by multiple channels. Using text messaging for a voting campaign, the celebration of your brand, introduction of a new product instantly connects with your customer. Offer an incentive to 'reward' participation easily increases the participation rate and the information you receive from your customers is very valuable for you, your partners or your suppliers. Integrate text messaging supported Direct Marketing campaigns with channels such as telephony, the internet or television and you create the multi channel environment accessible for each target group.

Contribute to your customer relationship

With today's interactive communication channels, interactive Direct Marketing actions can contribute to positioning your brand as innovative and creative. Direct Marketing actions can be easily set up. Once determined the main goal of the action and the target group it is MCXess' expertise to work with you to determine the best communication channels. Our tools to support Direct Marketing communication are easy to manage and your results are directly measurable.

Increasing customer contact & interaction with your target group

Direct Marketing actions via Text Messaging generates an immediate interaction with you customer. Have customers participate in polling actions, text & win actions increases participation and interaction and creates a positive brand-awareness. Direct Marketing actions with text messaging generates up to 3 times higher response than traditional marketing tools such as written brochures and flyers. Text messages are less expensive, innovative and give a more personal touch to the action.

MCXess is a Communication Integrator.

Realizing global coverage by combining Multi Channel access with Hosted High-end Telecom Services.

Offering solutions to increase customer contacts, globalizing target groups as well as for improving efficiency in front of-fices eventually creating the customer experience.

You can generate turnover not only through the out-payments on inbound call traffic via premium rate numbers and paid text messages, you will also increase your turnover from extra traffic to your stores or web-shop. Integrating your website with our text supported direct marketing activities enables you to obtain detailed information from your customers such as geographical information, personal information, family situation and more which is considered valuable information for future direct marketing activities or customer segmentation.

The effect of Sales Promotion and Direct Marketing actions can be measured directly by using MCXess' reporting tools on text messages and call traffic. MCXess' reporting tools enable you to continuously monitor the progress and response of your action. Provide extra market information and upgrade commercial databases. Integrating your website into your Direct Marketing action, enables you to obtain valuable customer data, from the buying life cycle to products and news of interest for your customer. The obtained data and information contributes to setting up future activities in the area of Direct Marketing and getting to know your customer and target group.

Your company positions itself as an innovative and customer-oriented organization by providing valuable information. With a creative team experienced in Direct Marketing activities MCXess will, in all cases work with you to develop a Direct Marketing action based on your organization, goals and target groups.

Online insight into DM results

Managing and measuring the progress of your Direct Marketing action provides important information of your Direct Marketing campaign and justifies future Direct Marketing related activities. Essential in MCXess' Direct Marketing is the Text Messaging tool. This web-based tool offers organizations a flexible environment to monitor the Direct Marketing action. With the MCXess Text Messaging Manager you can adjust company responses, monitor the participation of your customers and manage the content of the Direct Marketing action at any time and any place.

