



# What We Do...



Marketing departments for national brands with many locations, distributors, affiliates, or agents across the country are tasked with delivering personalized, local marketing campaigns.

➔ The United States has over 1.1 million retail locations operated by 715 thousand parent brands. (1)



Marketing departments and their creative agencies produce blockbuster advertising campaigns and AdSoft Direct turns them into customizable, multi-channel marketing campaign templates.

➔ U.S. brands spend over \$190 billion annually on direct mail, email marketing campaigns and local search. (2) (3)



Local managers, partners, and agents can sign in to marketing centers from anywhere to select and customize marketing campaigns for local delivery with a personalized touch.

➔ 85 percent of consumers prefer doing business with companies for which they feel an emotional connection.(4)



AdSoft Direct delivers campaigns using the leading digital marketing platforms and its national network of certified facilities for local production and delivery.

➔ AdSoft Direct has delivered over 17,671 campaigns in 893 U.S. cities and counting. (5)



Consumers receive and interact with brands at home and on the go through direct mail, email, social media, web searches, billboards, TV, and more in advance of their next purchase.

➔ U.S. retailers generate a return in excess of \$3.9 trillion in sales from their marketing efforts. (1)

**Sources:**

1. U.S. Census Bureau, Statistical Abstract of the United States: 2012
2. Mike King, Information Technology: March 7 2013
3. The Economist, No hiding place: May 25 2013
4. rbb Public Relations Survey: 2012
5. AdSoft Direct, Order Database: August 2013