

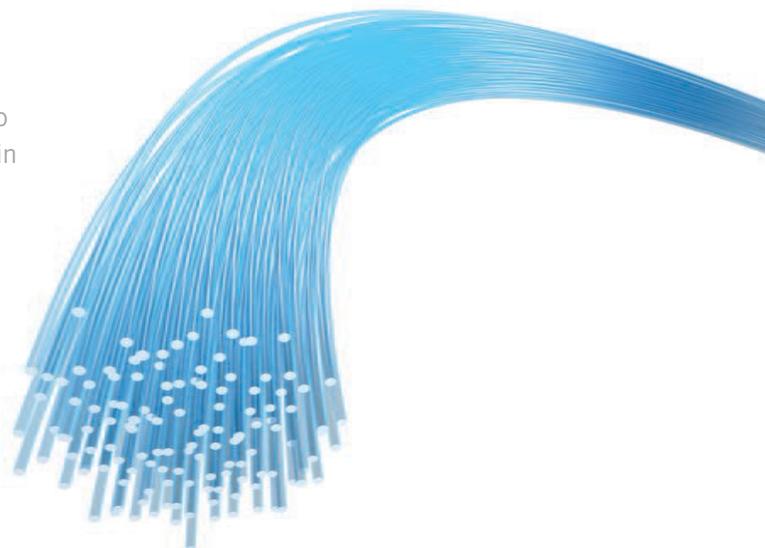


MULTI-CHANNEL DIRECT MARKETING

MARKETING

RELEVANT LEADS INSTANTLY

Looking to stay connected with your customers to encourage loyalty? Need a lead generation program to supply prospects to your sales force? Get your name in front of your target audience and keep it there.



HIGHLIGHTS

INTEGRATED SOLUTION

At Federal Direct, we understand how a multi-touch, multi-channel approach to customer relationships is one of the most effective ways to increase sales and customer loyalty. We will help you develop an integrated campaign that fits your needs and budget.

LEAD CAPTURE

Coupling your direct mail and email efforts with PURLs or GURLs will drive traffic to micro-sites, providing an opportunity for immediate action by the customer to complete a

transaction, enter contact info, or register for a loyalty program.

EMAIL MARKETING

Integrated, targeted email blasts provide an inexpensive opportunity to touch your client or prospect. With email marketing, you no longer have to wait weeks or months to measure the result of a campaign.

With custom built analytics that track response rates, we can help you see trends across multiple performance indicators and react to them accordingly. And you can access it all in real time, 24/7, from any web browser.

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DIRECT MAIL

SERVICES

DIRECT MAIL

REACH YOUR TARGET AUDIENCE

With decades of experience and the best customer service in the industry, we're here to make your vision for your next mail package a success.



HIGHLIGHTS

WHY DIRECT MAIL?

Even as new technologies become incorporated into a marketer's repertoire, the marketing spend of the biggest players in the industry demonstrate that direct mail remains the largest and most critical component of direct marketing campaigns.

Direct mail is still the best way to introduce a target audience to your products and services because it is tangible, sensory, visually engaging and generates response rates typically 2-3 times higher than email marketing.

WHY FEDERAL?

With a full range of production capabilities – whether your mail count is 500 or 5,000,000 – we can make your mailing campaign more effective and cost-efficient.

We apply expertise and cost saving solutions to every project, while continually updating our production facilities with state-of-the-art equipment.

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FULFILLMENT

AND WEB STOREFRONTS

EFFICIENCY & ACCURACY

Get the right product, to the right location - at precisely the right time. We do it accurately every day while offering customized ordering solutions, with 24/7 access and budget control.



HIGHLIGHTS

LITERATURE FULLFILLMENT

Inventory needs to be ordered and managed. Data structures and business rules must be defined. Kitting and packaging requirements have to be established. For the last 35 years, Federal has been providing fully-customizable solutions for clients that want a fulfillment partner they can rely on.

WEB STOREFRONTS

With 15 years of providing web storefronts and other online solutions, Federal has the know-how to build a system that addresses your specific requirements. And we'll do it within budget, and in the time-frame you need for your program launch.

Fully integrated with our state-of-the-art fulfillment systems, a client-branded web storefront can dramatically increase ordering efficiency and reduce administrative time.

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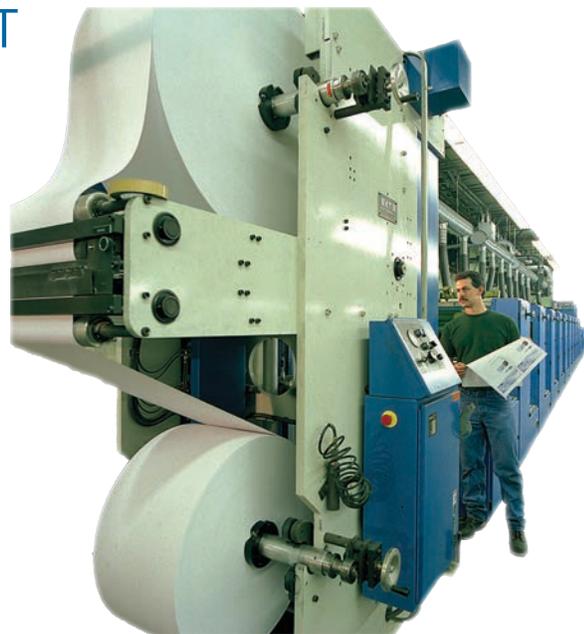


PRINT SERVICES

DIGITAL & OFFSET

SOLUTIONS FOR ANY PROJECT

Whether you need to ship 500 postcards by tomorrow morning or organize 50 lots of 10-color work over 5,000,000 forms, we have high-quality, cost-effective solutions that will fit your next print project.



HIGHLIGHTS

HIGH COLOR WEB-OFFSET

Federal's presses offer high-quality, cost-effective solutions. Providing print solutions for over 85 years, Federal is in the top 2% of printers in the country, serving clients that range from small businesses to Fortune 100 companies.

COLLATED BUSINESS FORMS

Federal is one of the largest producers of collated forms in the country. With a 65-year history as an industry leader in business forms, we are the sole East Coast provider of collated forms up to 16 parts.

DIGITAL

With Federal Direct's digital print division, you gain access to a diverse mix of digital printing capabilities to match your project perfectly. Target smaller segments with enhanced levels of personalization for a higher ROI.

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DATA SERVICES AND REPORTING

DATA

REALIZING YOUR DATA'S POTENTIAL

Experience Federal's data management solutions that reduce waste and lower your cost per lead. Measure the effectiveness of your marketing campaigns with real-time, web-based analytic tools.



HIGHLIGHTS

LIST PROCESSING & HYGIENE

Our list processing services can reduce waste and increase the deliverability of your mail by ensuring your lists are current, correct, and standardized for postal optimization. Save printing and postage costs by reducing the amount of duplicate pieces mailing to an individual.

CUSTOM PROGRAMMING

Our experience-rich programming team helps you realize your data's potential, utilizing a diverse set of personalization & production capabilities.

SECURITY

At Federal Direct, our security procedures are approved by Fortune 100 Financial, Pharma, and Insurance companies.

ISAS

(Integrated Sample Accountability System)

A solution developed by Federal Direct for Pharma clients to manage the production, personalization and distribution of sampling documents through an automated, business-rule drive system.

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