

TELL THE STORY OF YOUR MARKETING WITH DRMG Insight™

INSIGHTS 2.0
with new
 **Google Analytics 4**
CONNECTOR
*making setup easy
and simple*

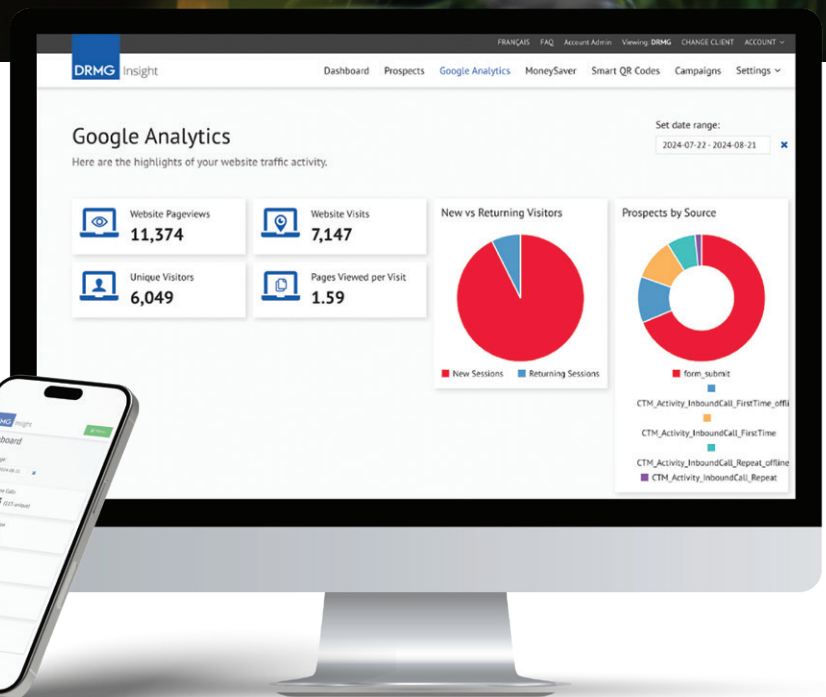


CAMPAIGN MEASUREMENT + ANALYTICS

DRMG Insight™ allows businesses to monitor and measure the effectiveness of online & offline marketing efforts

Key Components:

- ✓ Gain valuable insights to optimize your campaigns
- ✓ Get a complete picture of your ROAS
- ✓ Track all your efforts in one place



START YOUR CAMPAIGN TODAY!
Digitally Integrated Data Driven Results.
(855) 925-1202 drmg.com

SHOW THE IMPACT OF ADVERTISING IN A SIMPLE, EFFECTIVE WAY WITH DRMG Insight™



SIMPLE ATTRIBUTION SHOWS THE IMPACT OF EACH MARKETING TOOL.

DRMG Insight™ uses date & activity attribution to tell a story that goes beyond the impressions clients receive from their ad.

- ✓ Lock in direct mail drop dates and other key media dates
- ✓ Track individual ads and media on the same chart
- ✓ See the effect of the media on leads and website traffic
- ✓ Export leads to any CRM with a simple CSV export tool
- ✓ Record phone calls and collect caller information for all calls
- ✓ Flag good and bad leads and make notes to follow up
- ✓ Touch to call back right from your phone
- ✓ Collect all website & landing page form submissions with all geo and IP data

DRMG Insight™ pricing is subscription based, *only*

\$29.99 /MONTH

Payment is processed at the start of each month.

DRMG Insight™ believes in real accountability for your marketing investment! Start understanding your ROI today!



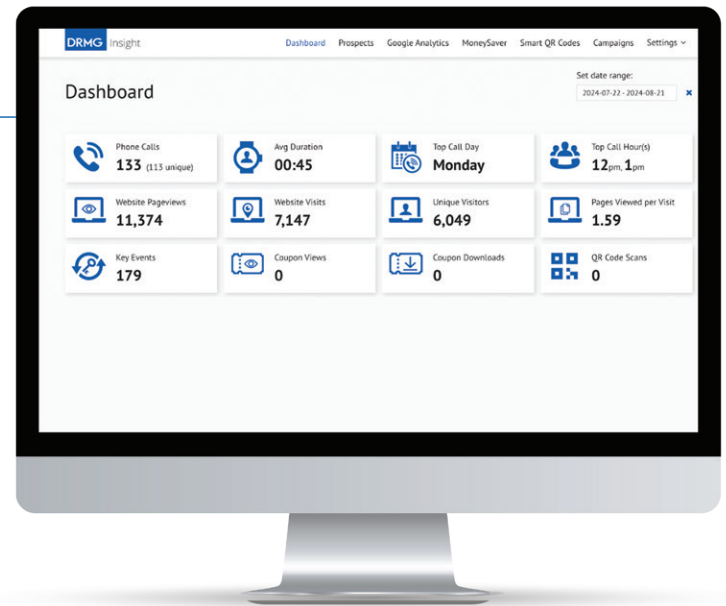
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OVERVIEW OF DRMG Insight™

Comprehensive Analytics: DRMG Insight™ is a proprietary platform that allows businesses to monitor and measure the effectiveness of their direct mail and digital marketing campaigns.

Data-Driven Decisions: The platform captures customer engagement metrics, including phone call tracking, QR code scans, and online form submissions, giving advertisers a clear picture of their return on ad spend (ROAS).

Centralized Campaign Management: With DRMG Insight™, all campaign data is consolidated into a single dashboard, making it easier for advertisers to manage and optimize their marketing efforts.



Key Enhancements in the New Version

Enhanced Google Analytics Integration: The new version enriches Google Insights with granular key event data. This allows tracking of user paths from lead sources to website forms, phone call clicks, or chat initiation, providing deeper insights into customer behavior.

Mail Drop Overlays: Mail drops are now overlaid on traffic timelines, giving advertisers a clear view of how each campaign impacts website engagement, allowing for more precise tracking of campaign effectiveness.

Mobile-Friendly Interface: The interface has received a facelift, making it more attractive and user-friendly, especially on mobile

devices. The entire site is now more mobile-responsive, facilitating easier access to data and insights on the go.

Streamlined Setup with Google OAuth 2.0: Setting up the connector is now simpler, with a single-click Google OAuth 2.0 integration, eliminating the need for sharing Google account permissions via the GA control panel and now connecting directly to the API with a single sign-in.

Expanded Data Points from GA4: The platform now pulls in more data points from Google Analytics 4, offering deeper insights into traffic engagement, including pages per view, time on site, visit vs. unique metrics, and breakdowns of new vs. returning visitors.

The Powerhouse of Analytics

Optimized Campaigns: With these new tools, advertisers can better understand the performance of each marketing channel, campaign and creative allowing for more strategic allocation of marketing budgets and optimization of campaigns.

Real-Time Tracking: The enhanced platform offers real-time tracking of customer engagement, making it easier to adjust strategies on the fly and improve overall campaign performance.

Cross-Channel Insights: The ability to track both online and offline engagements provides a holistic view of customer

interactions, making it a powerful tool for integrated omnichannel marketing strategies.

Greater ROI: By providing detailed insights into customer behavior and campaign performance, DRMG Insight™ helps advertisers maximize their return on investment by making informed & data-driven decisions.

These points will help position DRMG Insight™ as an essential tool for advertisers looking to gain a competitive edge through precise and actionable analytics.



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