Welcome to the Family
– by Mike Nevolo, Executive Vice President of Corporate Sales

As part of our ongoing strategy of growth and expansion in data-driven critical communications, Diamond Marketing Solutions (DMS) has expanded its family with the addition of BIT Statement Processing (BIT), a statement processing company located in Renton, Washington; BIT Presort of Kent, Washington; and Secured Data Services (SDS) of San Diego, California. Serving clients from a wide range of industries, DMS continues to deliver targeted, relevant, accurate, and dynamic solutions in critical communications, direct marketing, and fulfillment. In the critical communications area, we specialize in highly secure, dynamic, and personalized communications in the form of statements, invoices, legal notices, credit notifications, IRS forms, and other critical documents.

BIT has been a leader in custom statement designs while enabling comprehensive drill-down marketing. Focused on servicing the needs of credit unions nationally, BIT specializes in personalized statement solutions and has developed a

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DePaul University’s Digital Recruitment
– by Holly Harle, Senior Account Executive

Located on the shores of Lake Michigan in Chicago, Illinois, DePaul is the choice of thousands of working professionals each year because of its flexible MBA and MS programs. Prospective students can customize their educational experience to their career goals, selecting from more than 100 courses in 35 concentrations for an MBA degree. There are also 14 specialized master’s programs.

THE COMMUNICATION CHALLENGE
For these highly desirable programs, DePaul University has traditionally either sent prospective students a printed “Viewbook,” which contains information on all of their programs, or directed them to its website. In both cases, the information is generic and would apply to anyone with an interest in obtaining a master’s-level education. DePaul wanted a way to engage with these students while giving them the information they need in a more customized approach.

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“BIT Statement Processing (BIT) positions DMS solidly at the intersection of critical communications and marketing messaging, adding new capabilities and talent to help take us—and our clients—to the next level. In addition, BIT provides integration with social media components, such as interactive links and video streaming, and has been able to capture the customer’s personal experience online, integrating dialogue with real people and warm visual messaging through a blending of technology and media tools.”
– Mark Peterson, CEO
Dear Colleague,

It has been some time since we last published our Frontrunner newsletter, and a lot has happened at Diamond Marketing Solutions since then. Over the years, DMS has grown organically by way of our 25-person professional sales team and through strategic acquisitions. Last year provided another opportunity to acquire a long-term business partner and make our largest acquisition to date. BIT Statement Processing in Renton, Washington, BIT Presort in Kent, Washington, and Secured Data Services in San Diego, California, are the latest to join the DMS team, extending our reach to the West Coast.

BIT is a highly regarded statement processor that delivers both physical and e-statements, primarily in the financial marketplace. BIT Presort provides commingled mail services to all of the clients of BIT Statement Processing, as well as numerous local mail clients. Secured Data Services provides similar services as BIT and is a full disaster-recovery facility for all of BIT’s clients.

BIT is a leading provider in the conversion of the traditional ink-on-paper communications model to a web-based software application with its award-winning e-statement platform. In addition to statement processing and delivery, BIT provides unique marketing opportunities for its clients by embedding video technology in their e-statement solutions and using reformatting technologies to improve the look and readability of them.

Diamond Marketing Solutions can now provide an important resource for our newly acquired financial clients. With our ability to create a targeted direct mail program, our new clients can deliver these services to the area they are servicing and grow their client base. There are very few providers in our service space that can not only support client-to-member business communications but also create a plan, target a message, and facilitate the acquisition of new clients. It’s a real win-win.

Included below are several QR codes that can be scanned using your smartphone. The downloaded videos were created in the BIT production studios, and they give you a great visual of our capabilities.

We believe that with the addition of BIT and the current marketing solutions DMS offers, we will provide a wider range of services to our clients.

Sincerely,

Mark D. Peterson
President and Chief Executive Officer
Diamond Marketing Solutions
customized web-based software application for delivering secure e-statement communications. With their locations in Washington and California, BIT, BIT Presort, and SDS greatly expand the DMS footprint to provide even more solutions to national financial services companies in the critical communications arena.

“Joining DMS is a win-win situation for everyone—most importantly, our clients,” said Mark Selland, who now becomes President of West Coast Operations and will continue to be an integral member of the Diamond Marketing Solutions executive management team. “The combination fills voids in both companies and allows BIT to continue to provide exceptional financial communications online and in print for our clients while fulfilling their requests for expanded services, including a full suite of dynamic personalization and transpromotional marketing and fulfillment capabilities.”

Learn more about BIT at www.bitstatement.net

**DMS Awards and Recognition**

DMS has been fortunate to win several awards this year alone. DMS was awarded a Chicago Association of Direct Marketing award for nonprofit direct mail and five 2013 International Communicator Awards for both client work and DMS website redesign.

- 2013 Communicators Award of Distinction - Stanford University GSB, Marketing Effectiveness: Integrated Campaign
- 2013 Communicators Award of Distinction - Minnesota Medical Foundation Integrated Campaign: Not-for-Profit Award of Distinction
- 2013 Chicago Association of Direct Marketing - Nonprofit Direct Mail: Creative - Boys Town, Seeds of Change
- 2013 Communicators Award of Excellence - DMS Website: Corporate Identity
- 2013 Communicators Award of Distinction - DMS Website: Home Page
- 2013 Communicators Award of Distinction - DMS Website: Visual Appeal

A list of DMS awards can be found at http://www.dmsolutions.com/awards---recognition-pages-126.php
ENTER THE DIAMOND MARKETING SOLUTIONS DIGITAL TEAM
DMS recommended a multi-touch personalized URL (PURL) campaign to automate contact with the students, generate interest for admissions, and begin the process of creating a prospect profile through a two-way conversation.

BEGINNING THE JOURNEY
The campaign starts with an engaging email inviting prospective students to visit a personalized website and begin their customized journey. An interactive questionnaire asks critical questions to identify the primary areas of interest and provide customized communications, ultimately leading the prospects to the identified graduate program pages on DePaul’s website.

The landing page contains information on the Kellstadt advantage and the core offerings. Once students make their selection, they are presented with additional options to help narrow down the program choices and identify those that are of most interest.

The simple survey uses drop-down boxes and clever questions to collect valuable prospecting information during the process. The final page of the PURL thanks the students for taking the time to explore Kellstadt’s program offering, includes custom links to the specific program page(s) on the new Kellstadt website, and offers multiple ways to contact the school for more information.

WHERE THE JOURNEY LEADS
DePaul can follow the results of the campaign in real time through an online reporting dashboard, which includes information on who visited, how far along in the process they got, what links were clicked, and what options were selected.

With the help of this Kellstadt Graduate School digital communications campaign, even more students will begin the journey that changes their world view and prepares them for an exciting future.

WHERE WILL THE JOURNEY END?
While the program is still in progress, the results and statistics are already impressive.

- The **unique open rate** for the email campaign is 33.16%, as compared to the Direct Marketing Association (DMA) benchmark of 10%.
- **Unique click-through rates** for the email campaign are at 10.44%, again beating the DMA benchmark of 5.8%.
- The PURL campaign has experienced a **2.16% rate of survey completion**, as compared to the DMA benchmark of 0.8%.

DePaul University Uses Digital Engagement for Recruitment, continued from pg. 1
Why You Should Add Online Video to Your Loyalty Communications
– by Cyndi W. Greenglass, Senior Vice President, Strategic Solutions

Any marketer knows that the key to increased and sustainable loyalty is doing a lot of little things well as part of an ongoing customer engagement strategy. Loyalty builds over time like trust, and maintaining this relationship is like cultivating a garden. There are so many tools available today to help marketers with customer engagement, and one of the most promising emerging trends is the use of video or visual content in online communications.

According to Hubspot, nothing captures attention like visual content, and marketers who use it are seeing huge returns in terms of readers, leads, customers, and revenue. Visual content drives engagement. There are two main types of video that you can use in your communications: embedded and hosted videos.

**Embedded videos** are set into the email communication and play automatically when it is opened. The benefits of using embedded video are that you gain immediate attention from your customer when it is launched, and it can be highly successful for statements, invoices, and financial communications. You are delivering a critical communication over a secure network to a captive client base. It is also effective for onboarding new customers, members, and account holders to your loyalty programs. The challenge with this format is that some browsers will block videos from launching automatically. You also have to be careful to avoid using certain technologies, since systems such as iPads will not play Flash.

**Hosted videos** show an image in the communication and only play (or launch) when the customer clicks on the image. The actual video is hosted on another server, and the customer is temporarily redirected to watch the video elsewhere. You are likely familiar with this tactic from being directed to watch a video on YouTube or Vimeo. There are two types of hosted video – a screen grab looks like it will play but actually links to the video somewhere else, and embedded text provides a link to the video without the image.

We are motivated by what we see, especially moving images, sound, and context. Incorporating visual content in your online communications is another highly successful method for engaging and sustaining loyalty. Test it in your email communications, newsletters, and loyalty statements to see how it raises the level of loyalty and activation among your customers and prospects.
BIT Revolutionizes Statements
– by Dave O’Malley, Vice President of Communication Services

More than 1 million monthly statements have been converted to BIT in the last 16 months. Over 35 credit unions have made the move to BIT in that same time period, including four of the largest ones in the top 50 and numerous others. BIT offers comprehensive solutions for both print and secure electronic document delivery.

An outsourcing provider with many tools and resources for financial institutions, BIT can redesign printed and e-statement layouts to improve your image, as well as incorporate full-color graphics with marketing messages to maximize product exposure. BIT keeps up to date with evolving technology by getting account holders set up with e-statements. Converting to e-statements means BIT can help maximize the use of targeted banner and tower ads, deploy effective e-mail notifications using HTML content, and capitalize on actionable hyperlinks and link tracking.

To capture the attention of today’s tech-savvy audience, BIT includes embedded videos within e-statements. This capability enables you to maximize your member’s or client’s online experience, implementing warm visual messaging and dialogue with real people through a blend of technology and media tools. Creative content and effective targeting are keys to retention, and adding video improves client engagement while providing information that is entertaining, relevant, and useful. If you are interested in embedded video but do not have the requisite resources or expertise, take advantage of our complete production facility. We can create your videos from scratch in our state-of-the-art in-house production studio located in San Diego, California.

What Makes BIT Different?
BIT might be the only company of its kind to offer complete statement services, online banking, and in-house video production all under one roof. For over a decade, BIT has been a leader in custom statement designs while enabling comprehensive drill-down marketing. At the same time, BIT has converted what used to be an ink-on-paper communication model to a web-based software application with its award winning e-statement program. What makes this transformation complete is the inclusion of social media components, such as interactive links and video streaming.

To learn more about how you can revolutionize your statement, visit www.bitstatement.net or contact your sales or account manager.
Two Postal Changes Coming on January 26, 2014

– by Don Harle, Vice President of Postal Affairs

The Postal Service is planning a 5.9% overall rate increase effective January 26, 2014. The USPS actually filed two rate cases with the Postal Regulatory Commission (PRC). The first was for a 1.6% increase, the amount allowed under the CPI rate caps. The second was an above the cap 4.3% exigent circumstances increase. The numbers in this review will reflect the total 5.9% increase. The USPS wants to implement both on January 26.

The PRC must rule on both cases. They have very limited authority to change the CPI cap case. They do however have considerable leeway in the exigent circumstances increase. They can simply approve it; they can deny the exigent circumstances rates entirely or they can modify it pretty well as they see fit. They have 45 days to rule on the CPI case but they have 90 days to reach a decision on the exigent circumstances increases. Ironically that puts the final decision date on December 25 if the PRC uses all their allotted time.

Full-Service Intelligent Mail preparation will be mandatory to qualify for any automation discounts. Full-Service has been an option for a few years, but the January 26 requirement means that Intelligent Mail will become fully operational. Earlier this year, about 100,000 mailers had not yet converted to Full-Service, so there is still work to be done.

The last preparation change of this magnitude was Classification Reform in 1996, which changed mail piece specifications and preparation requirements to accommodate postal automation. This effort has saved the USPS and mailers hundreds of millions of dollars in the ensuing 18 years.

Even with partial usage by mailers, the data generated by Intelligent Mail has improved mail delivery while uncovering opportunities to cut processing costs. The Intelligent Mail Barcode provides full visibility of mail as it gets processed through the system, and the USPS can readily spot individual pallets or trays that fall behind schedule.

This visibility also helps mailers track their mail. By the end of the year, the USPS is scheduled to be able to provide marketers with individual delivery scans in real time. The goal is to allow mailers to contact a customer/prospect within hours of the mail delivery. Free Address Change Service is another industry benefit, but the real market value probably lies in uses that are yet to be determined.

Who would have thought in 1965, when the USPS introduced the ZIP Code, that we would have to enter it on gasoline pumps when using credit cards? We will see what develops with Intelligent Mail over the coming years.

DID YOU KNOW?

• Postal revenue for the first three quarters of FY 2013 increased 1.4%, from $49.5 billion to $50.2 billion.
• Over 98% of First-Class Mail is currently delivered on time within the service standard, 1-3 days for the continental U.S.
• 86% of Standard letter volume is drop-shipped to the SCF level.
Mechanical Notes:

Frontrunner measures 5.5” x 10.5” when folded, which meets the booklet size requirement for the USPS letter-rate category. It is printed on 80-lb. velvet text, 4 color over 4 color, full bleed. It was digitally produced on the DMS 4-color digital press.

This “booklet” requires three non-perforated tabs per USPS automation rules. It was mailed at the Standard Rate postage category using an indicia.

The following DMS services were used to create this publication: Design, Copywriting, Printing, Data Processing, Postal Presort, Trimming, Saddle Stitching, and Tabbing.

We hope that you enjoy this issue of Frontrunner, which is chock full of communications solutions.