



*The 2020 Digital Action Plan:* Use your visitor, inquirer and prospect data to improve your marketing campaigns.

*“We’ve relied on research only, and it wasn’t enough. RMG presented answers to questions we’ve been asking—who are our visitors and where do they come from? We’re using this information to improve our marketing effectiveness.”*



**Georgia Turner**, Executive Director;  
West Volusia Tourism

## Launch A Campaign In Four Easy Steps...

1. You provide RMG your current visitor, inquirer or subscriber lists.
2. We provide data hygiene to de-dupe and cleanse your data.  
*(This savings can offset the cost of your Digital Action Plan).*
3. We create a Data Portrait Analysis, delivering insight to your visitors data:  
*Who, What, When, Why.*
4. Using Display, Email, Device ID or Address, we can develop targeted campaigns across platforms. *(Optional)*

STS Members receive a 10% discount off all services from RMG.



Using your data, we can select the most responsive audience & channel



Email



Household



Display



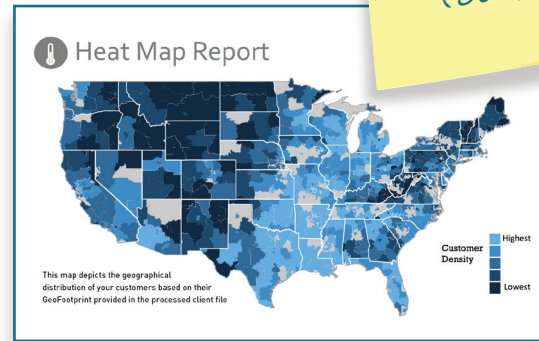
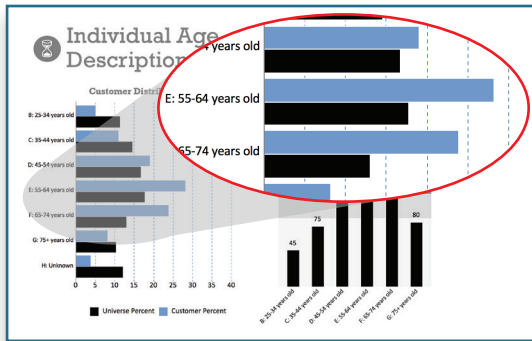
IP

# Get a jumpstart on 2020 by fully utilizing your data and targeting your most responsive audience segments.

## How it works:

Put your data to good use by performing data hygiene and appending to produce a portrait of your inquerers and visitors. RMG will take your existing data and cleanse the file along with appending 25 predictive attributes to provide a portrait of your target audience. Better understand age, income, gender, education, presence of children for your inquirers.

Call Jim Harenchar now to learn how to kickoff your Digital Action Plan!! (804) 370-1439



Utilize your audience portrait to build targeted campaigns - both in-market and out-of-market. Test new segments by age, income and location using targeted household data. Deploy geo-targeted display campaigns or permission-based email to test response and offers to markets you want to explore.

**Cost: \$9,500, STS Member Cost: \$8,000\*** (a \$1,500 savings)

\* The STS price is good thru Dec. 2019

## RMG Solutions

### Data

- File Hygiene
- Visitor Inquirer Portrait Analysis
- Predictive (Clone) Modeling
- Customer Segmentation & Personas
- Data Mart Development (CRM)

### Ad Tech

- IP Targeting
- Device Level Targeting
- Reverse Append
- Opt-In Email
- Targeted Display

### Campaign

- Creative Services
- Print, Lettershop & Fullfillment
- Account Management
- Reporting, Dashboards
- Specialty List Services

Act now — Get the STS Member Price good thru December 2019!!



RESPONSE  
MARKETING  
GROUP

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