



data
axle

USA

Customized Agency Solutions

Experience comprehensive, creative solutions that have your business covered from start to send.



Tailored Agency Services

Tap into limitless possibilities with tailor-made strategies that drive growth and excellence

If you're like many small and medium businesses in the United States, you may have a lean marketing team. Or you might find yourself wearing dozens of hats to keep your business thriving. At Data Axle USA we understand how difficult it can be to handle competing priorities. Our agency backed solution was created specifically with your business in mind.

Providing budget friendly access to cutting edge technology, solutions, and market trends, as well as professional guidance to ensure you're supported from start to send, connect with us now to find out how we can help you.

Let Data Axle USA be Your Guide

At the center of every great marketing campaign is complete, accurate data. Since 1972 great data has been the foundation of our products and services at Data Axle USA. Over the years we've expanded that foundation in developing new data-driven products and solutions specifically to help our customers exceed their business goals.

Agency-style services provide an additional level of assistance for any business focused on growth. From essential tools like direct mail to valuable services such as strategic planning and professional design, we act as the marketing team you're currently missing, offering:



**Industry-leading
data**



**Start-to-send
marketing solutions**



**Services tailored to
fit your budget**



**Guidance and support
from industry experts**



**Data and marketing
integration services**

**Ensure your next marketing campaign has everything it needs to run
successfully when you partner with Data Axle USA!**



Strategic Planning and Campaign Development Services

Lay the groundwork for business growth and brand recognition. By carefully analyzing market trends, consumer behavior, and competitive landscapes, you can identify key opportunities and create a roadmap to achieve your marketing objectives.

How Data Axle USA Can Help

Our team of experts is dedicated to helping businesses like yours create effective campaigns tailored to their specific needs. Partnering with Data Axle USA allows your business to achieve data-driven insights, precise audience segmentation, and personalized messaging, all backed by accurate, industry-leading Business and Consumer data. This is something that other agencies simply can't offer!

Using careful planning and execution, Data Axle USA will help you develop comprehensive marketing strategies tailored to your unique needs. Then, we'll help implement campaigns across multiple channels to maximize your reach and impact.





Direct Mail Services

From postcards to letters to catalogs and brochures, you have plenty of options when it comes to creating an effective piece of direct mail.

*Before you think this form of marketing is too outdated, consider that **73% of American consumers** say that they prefer being contacted via direct mail because they can read it whenever they want.*

How Data Axle USA Can Help

It's true that there is no shortage of companies that can provide you with direct mail services. But having good, accurate data is critical to the overall success of your direct mail marketing efforts. Teaming up with Data Axle™ USA gives you that advantage, saving time and money.

We'll help your business identify the most relevant and responsive target audience for your products or services. Using data-driven insights and advanced segmentation techniques, we create customized mailing lists to ensure that each piece of mail reaches the right recipient.

But it doesn't stop there! Our experts also specialize in crafting compelling and personalized mail content that truly resonates with your audience. From eye-catching designs to persuasive messaging, we make sure that each mail piece leaves a lasting impression and motivates recipients to take action.

With help from Data Axle USA, you can expect higher response rates, increased brand awareness, and improved customer engagement.





Email Marketing Services

Email marketing enables effective engagement with target audiences, driving results and fostering connections.

*In 2022 alone, over **333B emails** were sent or received every single day according to Oberlo.*

In 2023, email marketing is becoming more hyper-targeted and personalized than ever. This is great news for businesses and marketers, who can tailor content to a precise audience while A/B testing things like messaging, subject lines, and special offers.

If you're in need of an email audience for your business, Data Axle USA's database of business and consumer emails are processed to verify the highest deliverability, and are 100% CAN-SPAM compliant.



How Data Axle USA Can Help

Our agency-style email solutions are designed to assist your business in reaching its email marketing goals. We can help you with:



Targeted Audience Segmentation

Easily reach your target audience when you select from dozens of search selections including demographic and firmographic details as well as consumer behavioral selects.



Design Services

Our in-house team of designers can help you create visually appealing email campaigns that align with your branding. Well-designed emails can enhance your credibility and leave a lasting impression!



Performance Tracking

Our email solutions provide in-depth analytics and reporting on your campaign performance. Track deliverability, opens, click throughs, and other key metrics to assess the success of your email efforts.

From audience segmentation and in house design services to compliance and delivery, Data Axle USA's email solutions are designed to support your business. Leverage our expertise for a well-executed email marketing strategy, leading to increased brand awareness, customer engagement, and ultimately business growth.



ConnectedTV Services

Connected TV (CTV) advertising is a new way for small businesses to reach their target audiences. CTV allows businesses to place ads on streaming devices like Roku and Amazon Fire, reaching viewers who are watching shows on these platforms. This type of advertising is effective because it allows businesses to target their ads to specific demographics and interests.

An emerging advertising trend, CTV is expected to grow in popularity in the coming years. In 2022, it's estimated that about 60% of American consumers watched CTV regularly. This type of advertising is still in its early stages, but there are already a number of platforms that offer CTV ad space—and that number is still growing.

*At Data Axle USA, we've witnessed a **96% growth** within the CTV industry. It's also often less expensive than traditional TV ads.*

The lower price point doesn't diminish the effectiveness of CTV as an advertising channel, either. In fact, CTV offers unique advantages such as precise targeting, interactivity, and engagement. All of these make it a highly attractive and efficient option for small to medium businesses.

How Data Axle USA Can Help

Data Axle USA's agency solutions make it easy to get started with a CTV campaign. Our dedicated team of experts will help you identify your target audience, as well as work with you to develop your strategy and messaging, and ad placements. This allows you to navigate the CTV landscape the most effectively.





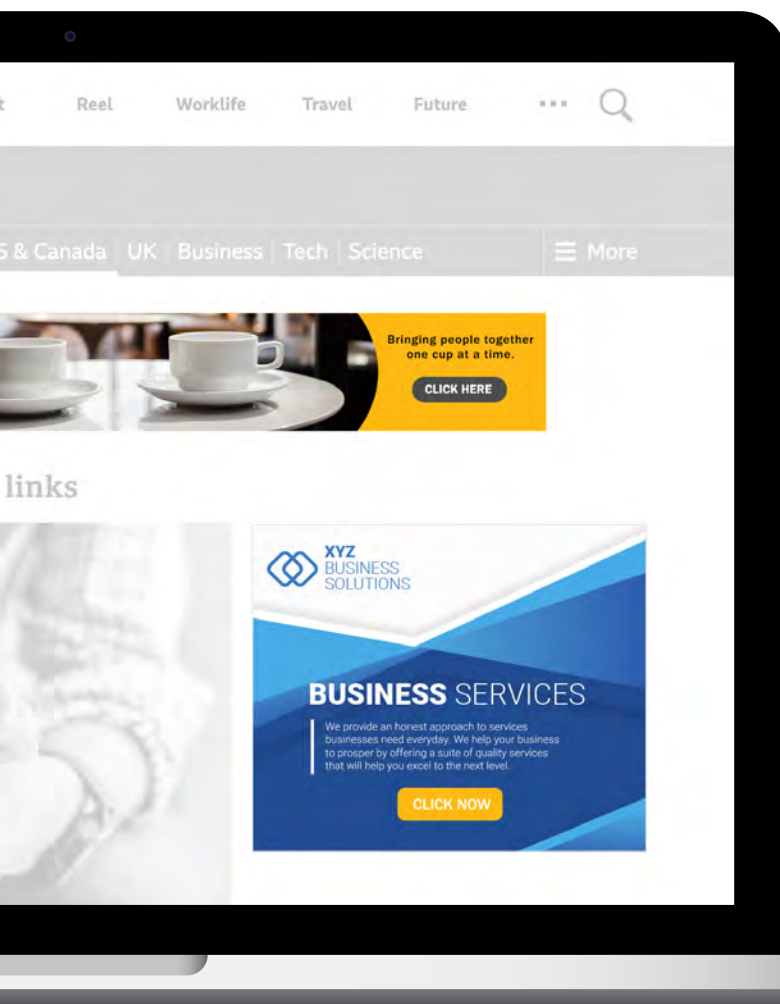
Online Display Advertising

Playing a crucial role in modern marketing strategies, online display ads are a great tool to use for marketing your business.

According to *One Hour Professor*, display ads account for up to **12% of total website traffic**.

Allowing for widespread brand exposure, these ads appear on websites your audience is already visiting.

Leverage the same robust data you rely on to fuel your other marketing efforts for your online display campaigns, including demographic and firmographic selections as well as consumer interest and behavior options. Online display is also the perfect addition to almost any multi-channel marketing campaign, able to pair well with email marketing, direct mail, and even telemarketing.



How Data Axle USA Can Help

Using data-driven insights and industry expertise, Data Axle USA can help your business leverage the power of online display advertising to effectively reach and engage audiences, ultimately driving brand awareness, customer acquisition, and business growth.

Providing you with a full in-house creative team, we will help you create compelling ad content, beautiful visuals, and persuasive messaging to captivate your audience and drive overall engagement. Data Axle USA also offers advanced targeting capabilities to ensure that your business displays ads to the right people at the right time, maximizing the impact of your campaigns. Finally, we can distribute your ad across various platforms and even track your results for you.



Social Media Advertising

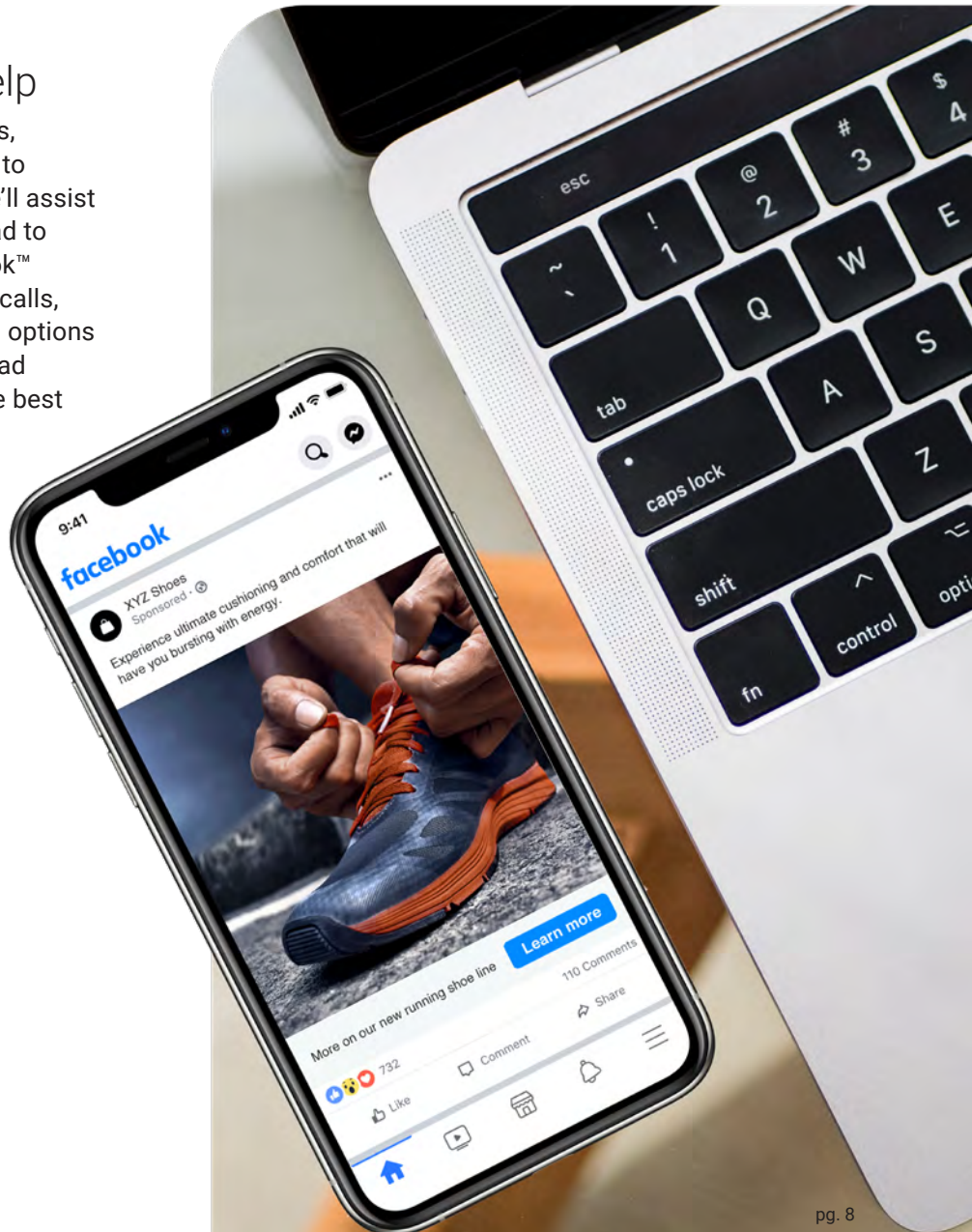
A vital part of marketing strategies, social media has an ever-increasing influence in people's lives.

*A cost-effective solution, social media advertising has an **average CPC (cost-per-click) of \$0.50 for Facebook ads and \$2.00 for Instagram ads.***

Advertising on social media allows you to showcase your message to your ideal audience on popular platforms. With billions of active users on various, businesses have an opportunity to connect with diverse audiences and expand their brand visibility. Advanced targeting options also allow businesses to reach the right people at the right time based on demographics, interests, and behavior.

How Data Axle USA Can Help

Offering social media advertising solutions, Data Axle USA can easily help businesses to effectively reach their online audience. We'll assist you in choosing the perfect social media ad to convey your message effectively. Facebook™ offers various ad types, including images, calls, carousels, and videos. LinkedIn® provides options such as text ads, sponsored InMail, and lead generation InMail. Speak with us about the best option for your business.





Audience Targeting

When it comes to growing your business, audience targeting plays a crucial role. It allows you to pinpoint and focus your efforts on the customers who are the perfect fit for your products or services. Backed by Data Axle USA's industry-leading Business and Consumer databases, this service will provide you with invaluable insights about your customer base. From there, you can create even more tailored marketing campaigns and business development strategies that meet the needs and preferences of your audience.

How Data Axle USA Can Help

At Data Axle USA, we go beyond just matching and analyzing your data. Using our comprehensive business, consumer, and specialty databases, our team of skilled data analysts extracts valuable insights and prepares a customized customer profile report for your company.

By thoroughly summarizing the information, we help you identify common characteristics of your existing customers and pinpoint ideal geographical locations to target. Our results empower you to make informed business decisions and more effectively reach your target audience.





Brand and Creative Services

When it comes to marketing strategies, strong branding and creative assets are key. They play a vital role in establishing a business's presence and connecting with customers. That's because a well-crafted brand identity not only reflects a company's values and personality but also creates credibility, trust, and recognition. This makes it easier for businesses to stand out from competitors and attract their target audience.

Logos, graphics, videos, and packaging bring a brand to life and enhance its visibility across various marketing channels. They captivate attention, effectively convey the brand message, and leave a lasting impression on customers, so it's important to get them right.

How Data Axle USA Can Help

Our trusted team of creatives is dedicated to helping your business build effective branding and creative assets. Offering years of expertise and creative skills, our team will transform your company's vision into visually appealing elements. Taking time to understand your goals and values, Data Axle USA ensures that every logo, graphic, or marketing collateral they create is in line with your brand's identity.

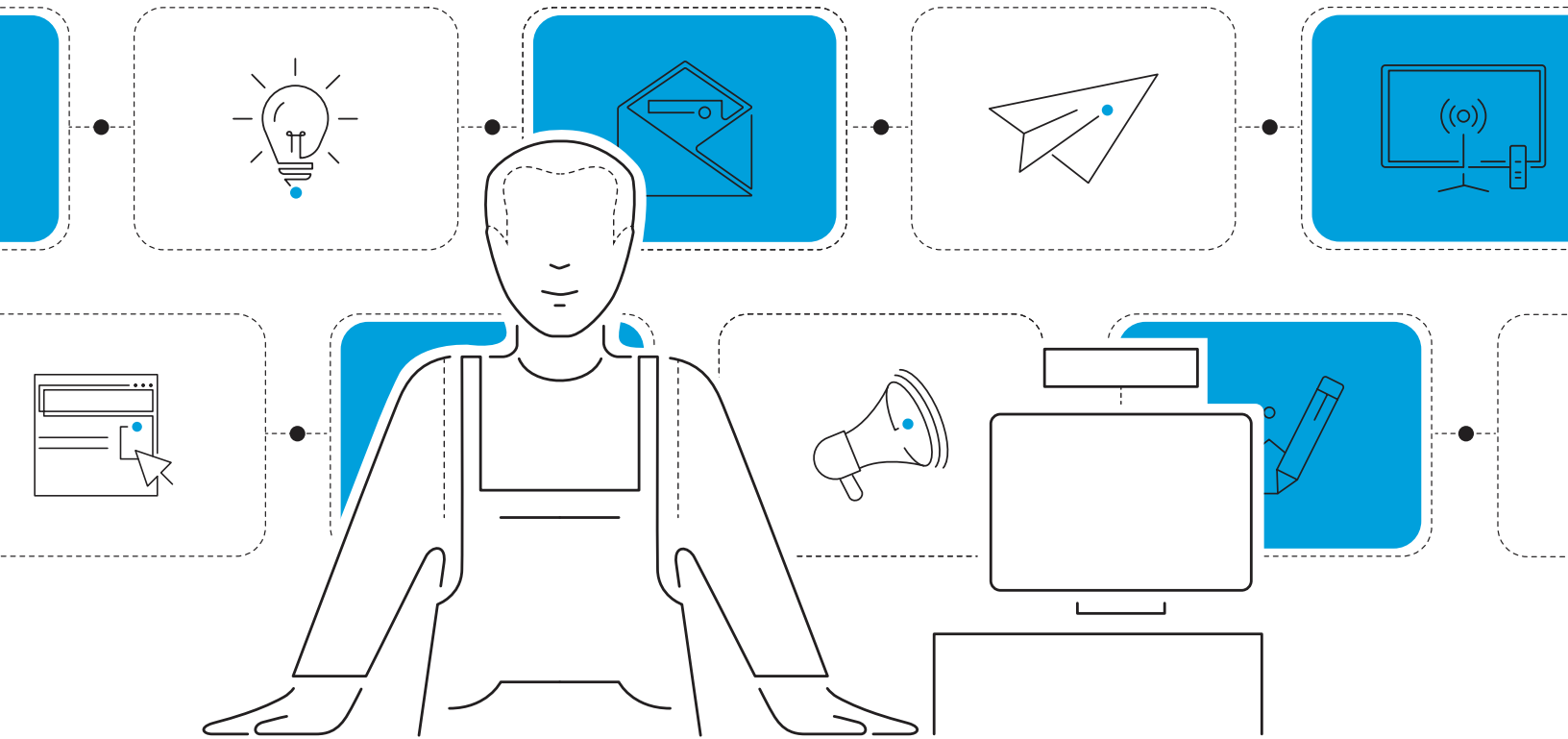




Choose a Data Axle USA Agency Service and Start Growing Your Business!

In today's ever-evolving marketing landscape, staying ahead requires continuous evaluation, experimentation, and adaptation. Businesses that embrace and even combine the power of various marketing solutions are bound to position themselves for success.

When your business wants to fuel a digital, email, or direct mail campaign, rely on Data Axle USA's suite of agency services. Our experts will help empower your business through unique solutions backed by industry-leading Business and Consumer data to ensure you reach more people than ever before.



Get Started with Data Axle USA's Agency Services

Phone 866.567.0590 • Website DataAxleUSA.com