



BULLSEYE

Data-Driven Customer Communications

Call Bullseye when...

Core Competencies...

⦿ When any department in your company plans to communicate with its customers via the mail, for any reason that *isn't* 'junk mail'...
 ... **call Bullseye**

⦿ Especially when your correspondence

- contains 'non-public personal information' that requires GLBA/SOC2 compliance
- is strategically important to the C-suite
- is insanely time-sensitive
- must be 100% error-free...

... **call Bullseye**

⦿ When your customer acquisition, onboarding, up-selling, cross-selling, renewal or retention efforts include a 'mail' component...
 ... **call Bullseye**

⦿ When your marketing initiatives

- require strategic direction
- would benefit from a test-vs-control approach to list and offer testing
- need creative which is visually arresting and compelling, yet cost-effective to produce and mail...

... **call Bullseye**

⦿ When your merger, crisis or customer service communications demand on-time, on-budget, error-free execution...
 ... **call Bullseye**

Over the last 30+ years, using data analytics and micro-segmentation, Bullseye has leveraged the customer data contained in our clients' Customer Relationship Management systems to drive sales and customer service.

Highly-regulated industries are our 'sweet spot' due to our GLBA/SOC2 compliance with respect to Non-public Personal Information (NPI), yet we bring this same level of data security and integrity to all clients, whatever their industry.

The same principles which gave rise to Bullseye's early success, drive its success today.

Driven by data, devoted to our clients.

- Bullseye does direct mail driven by strategy — strategy derived from years of experience working with our clients' NPI.
- Bullseye does direct mail driven by testing — creative, list, offer, channel, call-to-action.
- Bullseye does direct mail driven by results — continual strategy refinement and results improvement based on response analysis.

"Bullseye is a special firm with specialized skills but, more importantly, with special people."

Director, Online Engagement Group



- NAICS 541860 Direct Mail (Primary)
- NAICS 541890 Other Advertising Svcs
- NAICS 541430 Graphic Design Svcs
- NAICS 541613 Marketing Consulting Svcs
- NAICS 323111 Commercial Printing

**Fully GLBA and SOC2 compliant
 to receive, process and store
 Non-public Personal Information (NPI)**

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