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## Event/Tradeshow 360 Multi-Channel Analysis

**There has never been a more important time to understand channel, campaign, and segment performance!**

Post pandemic marketing channel spend and resource allocation needs to be data driven. Many associations will be cutting their marketing budgets because of the market uncertainty for live events. Having the channel allocation that will support the highest conversion rates for attendance is required for success.

**Investing in the Direct Hit “360” Multi-Channel Analysis will give you the answers and confidence to move forward in your post pandemic marketing.**

If you are not, sure which direct marketing campaigns performed best or which list segments are pulling their weight, this analysis package is the one you need. It also provides overall intra-channel and multi-channel benchmarks. This multi-channel marketing analysis tells the marketing professionals what worked and what did not work.

Our custom BtoB attribution model will properly allocate each marketing touch and tabulate results at the channel, campaign, and segment levels. It will also examine the number and type of touches to nurture a response.

Here is a list of the most common analysis views. Some clients require custom views for their event and we can add those as well.

### Data Views

- Executive Summary
- Direct Marketing Multi-Channel Performance Summary
- Campaign Performance –Direct Mail
- List/Segment Performance - Direct Mail
- Direct Mail Core – Examines Segment Performance with each campaign.
- Campaign Performance –E-mail
- List/Segment Performance – E-mail
- E-mail Core - Examines Segment Performance with each campaign.
- Campaign Performance –Telemarketing
- List/Segment Performance –Telemarketing
- Telemarketing Core - Examines Segment Performance with each campaign.
- Summary Touch Pattern Analysis
- Detailed Touch Pattern Analysis
- Custom Channel Campaign and Segment Performance
- Marketing Campaign Impact Analysis across Programs or Product Lines