



# ARKEN DIRECT MAIL



With this powerful online tool, small business owners can launch custom direct mail campaigns featuring professional quality personalized postcards, flyers, brochures and more in as-little-as 15 minutes. A simple but powerful system like this pulls design, list acquisition and production together in one place leaving you time to manage your business.

**STEP 01** Arken Direct Mail offers full color, 2-sided digital printing, prompt reliable delivery, and the ability to reach target rich demographics in order to maximize the value of your marketing, all from one easy to use secure, online portal.

Arken's professionally designed, high quality postcards and materials will reflect a positive image for your store. The quality of our paper, printing, and UV coating guarantees a consistent message of quality to your customers.

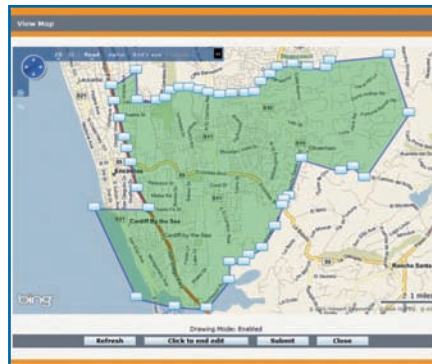


Template designs are available for many industries. Arken is constantly adding and updating its inventory of available designs. We welcome your input to the design process. Let us know how we can design something that works for you and would help you encourage consumers to visit your business.

**STEP 02** Personalizing the variable data content is simple and fun! We make it easy for you to deliver just the right customized content, incentives, coupons, offers that increases the effectiveness of your message.

Even the best direct mail postcards are a waste if you do not deliver to the right segment of your target market and deliver promptly. Arken also makes the entire process easy by including the geographic and demographic selects as a part of the simple online process.

Upload your own list, or buy a consumer or business list with our built-in list acquisition utility. Define your trade area by radius around address, zip code, or street level map select.



Now, you can pinpoint down to a specific side of the street allowing you to avoid mailing to neighborhoods in your trade area that you know represent a low possibility of return.

**STEP 03** Once you have designed your direct mail piece, defined your high value target and scheduled your mail drop, our pay online through our secure payment network and you are done! Return as often as you need to design and schedule new campaigns.

**Arken will manage the delivery process with our 20+ years of direct mail experience.**

**Arken Direct Mail is an All-In-One, Online Direct mail solution for small and multi-location businesses.**

Get started now at [www.arkentech.com](http://www.arkentech.com)

Or contact us at:  
1.866.903.1806  
[sales@arkentech.com](mailto:sales@arkentech.com)

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## Easy to Personalize

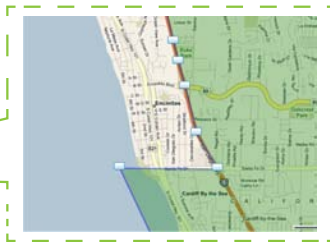
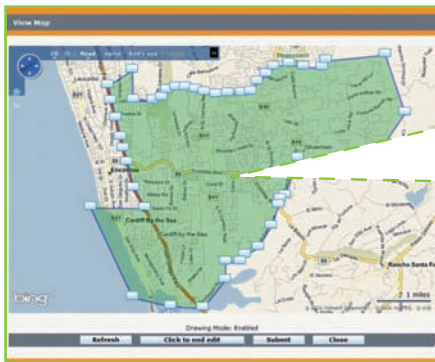


Update variable text fields with your own information and logo.

"The online marketing portal makes personalizing these so easy. And my personalized text is automatically formatted to look just like the original card."

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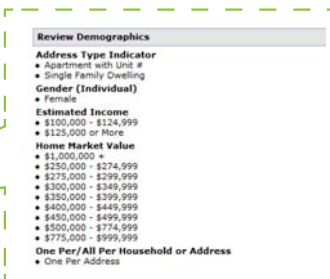
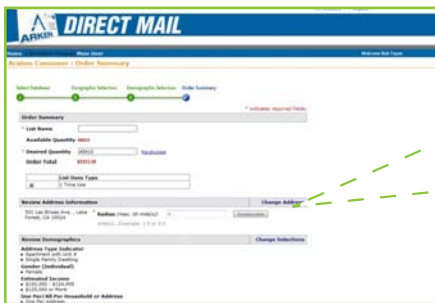
## Easy to Target



Pinpoint your exact market by targeting neighborhoods and eliminating low return areas.

"I could not believe how easy it was to define my geography so I could avoid sending mail to areas that do not need my services."

## Easy to Define



Define your successful customer profile and increase your percentage of positive return.

"I know who my best customers are. I needed a way to duplicate the good ones and not waste money marketing to non-buyers."

It really is that easy. Everything you need is in one place including design, demographic list, postage, delivery, mailing, etc... Making new customers has never been easier or this quick.

Try it for yourself today [www.arkentech.com](http://www.arkentech.com)

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