



Along with your direct mail marketing, MLI's Cross Marketing Solutions can help you establish an ongoing dialogue with your customers or members, build relationships, and grow your business or organization. Whether it's a transactional, multi-channel, viral or versioned 1 to 1 project, these solutions increase ROI.

E-Mail Marketing

From growing your e-mail list to creating effective e-newsletters and blasts, to increasing open and click-through rates and more, MLI has you covered. Get results fast with instant tracking and reporting, so you know who opened your email marketing and what links they clicked. We will help build, manage and secure your email marketing contacts and marry them to your mailing campaigns.

Online Surveys

MLI can help your organization use online surveys to gain new and revealing insights and build closer customer relationships. By getting a clearer understanding of your customers' needs, you can answer those needs with communications that are relevant and targeted to your direct marketing campaign. MLI helps you find out what your client wants and how they want to get it!

Personalized URLs (PURLs) with purl-it™

MLI's purl-it™ allows you to specifically target market segments and individuals with the most relevant dynamic messages and offers. Each mail recipient is invited to their own interactive micro website for personal viewing of your products or services. Purl-it collects customer trends, builds CRM, enables automated re-contact, and provides better sales and lead management capabilities.

Mobile Marketing

Whether you want to send coupons, a simple text message response, or connect to an elaborate SMS application or API, you can do it all with MLI. Our Mobile Marketing solutions are an efficient way to integrate cross marketing text messaging into your business. Mobile Marketing is no longer just for big brands. With MLI small to medium sized businesses can have the same impact – and put it all in the palm of your hand.

Market By Call Center

MLI creates the opportunity for your business to have a virtual Call Center which allows you to respond to the prospects who called you from your direct mail campaigns. The service includes reporting and tracking of all calls. The solution also features advanced call forwarding that routes your calls to any phone, mobile or land-line including recorded greetings, voicemail or email advanced forwarding.