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New Omnichannel Research Spotlights Direct Mail's Sway in Gaining Customers

SG360° is a co-sponsor of a major study that identifies key elements to omnichannel strategy success

WHEELING, Ill., Nov. 17, 2016 – A new study of omnichannel marketing based on intensive research underscores direct mail's foremost role in helping companies acquire new customers and prospects by engaging all channels to communicate with them. SG360°, a leading printing and direct marketing solutions provider that offers multichannel marketing solutions, was a co-sponsor of the research and white paper – titled "[From Theory to Practice: A Roadmap to 'Omnichannel' Activation](#)" – conducted by Winterberry Group and sponsored by the [Data & Marketing Association \(DMA\)](#).

Omnichannel marketing has come of age, fueled by technology advances that enable marketers to deploy a wide range of marketing channels to customers and prospects. But execution of omnichannel strategies has proven difficult. The new research reveals that just 6.7 percent of marketers and service providers surveyed are fully satisfied in their ability to employ audience insights from one channel across other touchpoints effectively.

"Our job is to identify how we can help brands orchestrate and navigate effective omnichannel marketing programs," said Mary Lee Schneider, president and CEO of SG360°. "For direct mail in particular, this research underscores the effectiveness of direct mail in omnichannel marketing programs by leading in customer acquisition and enhancing the efficacy of other channels, particularly email and search."

The white paper identifies three critical ingredients for establishing omnichannel strategies that succeed. They are *recognition*, the continual identification of customers and prospects engaging in numerous touchpoints; *engagement*, maintenance of a mix of channels deployed to deliver the best customer experience; and *orchestration*, the coordinated management of customers' experience in support of fulfilling their preferences.

About SG360°

SG360° is an industry-leading printing and direct marketing services provider that offers multichannel marketing solutions. Its services range from research and strategy to concept and execution and includes multichannel marketing, direct mail, data analytics, and fulfillment, among other services. Headquartered in Wheeling, Ill., it was founded in 1956 and has annual revenues of \$300 million. Besides Wheeling, it has locations elsewhere in Illinois and also in California, Michigan, Minnesota, New Jersey, New York and Texas. More information is available at www.sg360.com.