

# The power of integration

Why not give your customers a voice?

## Be Interactive

Cross-Media Marketing from RT Associates

Integrate the power of the printed word and the power of the Web with RT Associates' online Response Track solution. Research has shown that one out of two individuals prefer to respond to mailings online. We'll help you make it easy for them.

Response Track enables you to establish interactive relationships that build customer loyalty and help you gather valuable customer data that will enhance your future marketing efforts. In the long run, that leads to higher sales.



Use traditional direct mail campaigns to direct customers to your own personalized Web sites.



Develop messages that resonate with each respondent.

continued on next page



# The power of integration

Why not give your customers a voice?

## Be Interactive

Cross-Media Marketing from RT Associates, continued...



Collect valuable information on individual customer preferences.



Design follow-up collateral that reflects each customer's interests.

continued on next page



# The power of integration

Why not give your customers a voice?

## Be Interactive

Cross-Media Marketing from RT Associates, continued...



Good Shepherd Hospital  
HEALTH & FITNESS CENTER

pURL and Survey Response Data

pur_ID	johnsmith		
visit date/time			
Name	John	Smith	
Address1	1234 Main St		State USA
Address2			
City	Anytown		
Zip	12345		
Phone			
Email			

[FIND PURL VISITS](#)  
[FIND NEWS VISITS](#)  
[FIND RESPONSES](#)  
[DOWNLOAD CURRENT DATA](#)  
\*updated twice daily

Q1: Have you ever been a member of a Fitness Center?  
 Yes  
 No

Q2: What do you believe is the primary reason to join a Fitness Center?  
 Weight Loss  
 Lower Blood Pressure  
 Reduce Cholesterol Levels  
 Improve Cardiovascular Health  
 Other

Track success by customer log-ons, and gain customer insights that weren't available before.

