

# Fulfillment Consulting DB-Management Lettershop



## ADDRESS AND DATABASE MANAGEMENT

Handling of responses, collection and optimization of addresses  
Maintenance and storage of customer data

**We implement on your behalf state of the art, tailored solutions for administering and utilizing existing address databases, and for recruiting new customers.**

### OUR EXPERTISE:

#### Developing new databases

Based on your individual requirements we develop your specific customer database. This will provide you with a more differentiated picture of the way your regular clients work.

#### Maintenance of existing databases

Information on existing and potential customers which is true to detail, continuously updated and in line with market requirements will help to reduce wastage by targeting specific groups.

#### Adress-Management

Addresses are the key to approaching new customers. We will help you to use your addresses profitably by taking care of the following:

- address collection
- data recall
- checking for duplicates
- splitting, limiting, assigning, performing analyses and counts
- analysis and correction of postal addresses
- and much more

Following a detailed analyses of all the customer-relevant data we help you to develop infallible interactive marketing techniques oriented to specific groups.

*Put your trust in our experience.*



## LETTER SHOP

Advice, preparation and dispatch of direct mailings

**We take care of all aspects of your direct mailing campaigns and make sure they are implemented cost-effectively, straightforwardly and on schedule. Whether it be invitations to trade fairs and events, or nation-wide advertising campaigns.**

### OUR EXPERTISE:

#### **Addressing and selecting the best postage solution**

Addressing letters, envelopes, cards and brochures, selecting optimum postage solutions, amending incorrect postal addresses – all this and more is part of our service. This is how we help you to avoid unnecessary postal charges.

#### **Preparation and dispatch**

For many years it has been our business to implement successful direct mailing campaigns. Starting from invitations to trade fairs and incentive events or mailing of test samples, right through to complex creative mailing campaigns.

We take care of sourcing the material (e.g. cardboard boxes, paper, envelopes), folding, enveloping and franking your mailpieces, and we guarantee that your marketing campaign will be in the mail on schedule.

Our many years of experience and state of the art technical facilities guarantee the prompt and flexible execution of your direct mailing campaigns.

*Put your trust in our experience.*



## FULFILLMENT

Distribution concepts, stock management,  
packaging and dispatch

**To us, fulfillment means more than just packing and dispatching. It can mean the presentation of a new product line or the entire handling of your online shop. You dictate your requirements and we create tailored distribution concepts, streamline processes, and react to new demands with speed and flexibility.**

### OUR EXPERTISE:

#### **Order processing, provision of warehousing and dispatch**

We offer our customers an integrated solution for processing incoming orders. Starting from order reception by telephone, storage and packaging of the goods, through to the dispatch of your products – we offer you a one-stop service. Our extensive storage facilities enable us to handle your large-scale mailing promotions, as well as to house and dispatch the goods from your online shop.

#### **Invoicing, handling of payments and debtor management**

You will be free to concentrate on your core activities if you let us take care of the time-consuming administration work such as dealing with payments, chasing invoices and handling returned goods. reimann direct marketing guarantees the professional and timely execution of your assignment.

#### **Analysis, statistics and inventories**

We guarantee that our customers can keep track of their stocks at all times and provide a large number of statistical evaluation options.

The know-how we have acquired over the years ensures that your products take the shortest, fastest and most cost-effective route to your customers.

*Put your trust in our experience.*



## THE TEAM

Many years of experience and a pronounced team spirit

**We have been active in the market as an owner-managed company since 1991. From our company headquarters in Einbeck, Germany, we have orchestrated the success of many interactive marketing projects based on our wealth of experience and know-how. We would be delighted to support your project, too.**



**Petra Reimann**  
owner

**reimann**direct marketing can offer you a whole variety of services:

- Database development
- Maintenance of existing databases
- Address and response management
- Internet searches
- letter shop
- fulfillment
- distribution of promotional material



**Kristina Kühl**  
customer service

### OUR EXPERTISE:

#### **Many years of experience in interactive advertising**

State of the art technology together with a highly competent and motivated team guarantee that your interactive marketing projects will be carried out with the expertise of professionals.

#### **One-person contact throughout**

Personal service is high on our list of priorities. Throughout the entire period of our partnership you will be looked after by one and the same contact person.

#### **Support on small and large assignments**

Regardless of the project size we take care of your assignment from beginning to end.

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