

DIRECT MARKETING SOLUTIONS



MAX REPLY

The solution designed to **maximise the response-rate** of your marketing actions

- Maximum response-rate guaranteed
- Free for your customer
- Clear and transparent prices
- Easy to update very useful information about your customers and prospects

get the most out of your campaigns

- **Performance of your marketing actions**

Direct marketing campaigns, recruitment actions, loyalty-building programmes, surveys, catalogue orders, etc. Do you dedicate time, energy and money to communicate with a target audience? You need to rely on a tool that increases the response rate!

- **Easy to use**

To maximise the responses to your marketing actions, nothing beats simplicity and being free! To return the prepaid reply card, your customer completes it, if necessary, and drops it into a post box.

- **Speed of response**

Once posted by your customer, the reply card is processed using a priority service.

- **Collection of information**

The information collected from your customers can easily be integrated into a database and used later for other targeted commercial purposes.

- **Flexibility of management**

How do you want to manage and collect your reply cards? Every day, every week, twice a month, every month, or at another frequency? Your Account Manager will suggest solutions tailored to your requirements.

- **Transparency of prices**

The price of our Max Reply solution is determined per item. You only pay for the replies that you actually receive. Billing will take place on a monthly basis.

Example of a reply card:

The recto side of the reply card features the 'A PRIOR' logo in the top left corner, with 'CCB - HBA - IBS/SPIN' written below it. In the top right corner, there is a 'BULLE D'AFFRANCHIR' stamp area with a diagonal line and the text 'NO STAMP REQUIRED'. The center of the card contains the text 'REPONSE PAYEE BELGIQUE' and 'REPLY PAID BELGIUM' in bold, with a dashed box below it stating 'Reserved for the preprinted address'.

recto

The verso side of the reply card is titled 'Immo Top'. It contains a form with the following fields: 'Ms.' and 'Mr.' checkboxes, 'First name' and 'Last name' lines, 'Street' line, 'Number' and 'Box' lines, 'Postal code' and 'City' lines, 'Country' line, and 'Tel./mobile' and 'E-mail' lines. Below these is a section 'I am looking for:' with checkboxes for 'A house', 'An apartment', 'A flat', 'A garage', and 'Other'. To the right of these are fields for 'Location(s)', 'Surface area between _____ m² and _____ m²', and 'Number of bedrooms'. There are also checkboxes for 'Terrace', 'Garden', and 'Garage'. At the bottom, there is a checkbox for 'I would like to receive more information on available properties from "Immo Top"'. The word 'verso' is printed at the bottom left of the card.

verso

More info?

Make an appointment with our Account Manager who will answer all your questions.

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