

HARTE-HANKS At A Glance



The Agency Inside Harte-Hanks

The Agency Inside Harte-Hanks offers a full complement of marketing services, available as stand-alones or in meaningful combinations, to meet your specific needs.

Multichannel Marketing

- Strategy
- Creative
- Production/Deployment
- Program Management
- Media Planning/Buying
- Response Management
- Fulfillment
- Database Design, Construction & Hosting

Digital Engagement

- Web Site Design, Hosting & Content
- Search Engine Marketing
- E-mail Marketing
- Mobile and Social Marketing
- Online/Offline Marketing Integration

Research/Analytics

- Segmentation
- Modeling
- Surveys & Panels
- Focus Groups
- Results Analysis
- Web Analytics

The Agency *Inside* Harte-Hanks: Full-service, digital agency solutions for today's multichannel world

The Agency Inside Harte-Hanks is a full-service, multichannel relationship marketing agency specializing in direct and digital communications. With award-winning strategy, creative and implementation services, Harte-Hanks helps marketers within targeted industries understand, identify, and engage prospects and customers in their channel of choice. Recognized and respected as a market leader for many decades, The Agency Inside Harte-Hanks ranks as the nation's 6th largest direct marketing agency by esteemed trade journal, *Advertising Age*.

It is our mission to deploy world-class, data-driven, multichannel relationship marketing programs that address each client's acquisition, cross-sell, retention and loyalty needs.

Meeting a Changing Industry's Need

With the emergence and dominance of the digital revolution – the Internet, search, social marketing, and mobile technologies – customers are undeniably in charge. In this new environment, channel integration is no longer an option...it's an imperative. And The Agency Inside Harte-Hanks delivers multichannel, data-driven, creatively savvy marketing solutions that change perceptions, drive desired behaviors and deliver results.

Clients that partner with The Agency Inside Harte-Hanks benefit from more than 30 years of strategic data-based marketing experience. We offer what others simply cannot – a deep heritage in successful direct marketing skillfully combined with robust digital marketing expertise to deliver an intelligent multichannel approach. Our veteran marketing and agency professionals harness the power of customer knowledge to:

- Create reality-based, data-driven roadmaps for marketing and business success.
- Formulate multichannel, bidirectional strategies that optimize customer value.
- Craft award-winning multichannel marketing programs, from strategic vision to creative execution.
- Reach or exceed goals for acquisition, retention, loyalty, customer care, merger and acquisition communications, sales and lead management, branded promotions, and more.

The result? Multichannel relationship marketing solutions that work!



Insight. Passion. Results.



The Agency Inside Harte-Hanks

Harte-Hanks handles the strategic and executional design of all tactics of multichannel marketing, whether your program is B2C, B2B, or even B2B2C.

Along with our agency services we offer a full range of contact center, logistics and mailing services for end-to-end support of your relationship marketing needs.

Best of all, we know how to integrate marketing seamlessly across social, digital and traditional media, ensuring that your brand is fully leveraged and that actual response and results are top-of-mind.

Today's Marketing Imperatives

The market has dramatically shifted from campaign-centric to multichannel and customer-centric. We understand that customer engagement is marketing's new imperative, and growing customer value works best through the delivery of resonating, multichannel customer experiences. The Agency Inside Harte-Hanks is the ideal partner for an organization that wants to:

- Understand, prioritize, and value customers;
- Design and deliver an effective customer experience;
- Bring customer insight to all interaction points; and
- Measure results across all marketing and sales channels.

The Agency Inside Harte-Hanks delivers a unique solution. We seamlessly combine the inherent strengths of traditional direct marketing agencies, database marketing providers, and digital agencies. The result is a data-driven, multichannel solution that achieves measurable results and creates shared value for our clients and their customers.

Count on us to:

- Incorporate appropriate data and channels into every effort to attract, engage, and retain customers.
- Leverage deep expertise across many industries
- Seamlessly integrate relationship marketing, triggered communications, event-based marketing, and customization to deliver an experience as unique as your brand
- Bring together precisely the services you need to achieve your marketing goals
- Deliver programs with measurable impact.

Brands today turn to Harte-Hanks for multichannel strategies tied to tactics that work – from a CRM agency with a foundation in direct and data-based marketing and a proven track record across all media.

Contact us today to put our multichannel, data-driven solutions to work for your business challenges.



Insight. Passion. Results.

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