

A BRAND'S JOURNEY

Brief Received

Brand shares campaign requirements and data.



Cost proposal

Data health report and campaign cost shared for approval.



Data Cleaned

OptiMail validates and corrects the data.



Mail Sorted & Planned

MailHub plans postage and fulfilment.



Invoice Issued

Cleanse and campaign costs combined into one invoice.



Mail Sent

DirectMail manages and delivers the full campaign.