



Meet Amsive. We Amplify Results.

We are a new data-centric, omnichannel marketing services agency. We give you the power to know more and the services to do more.

amsive
Amplify Results

Amsive

Bringing you more marketing muscle

Building on our foundation in data, direct marketing and creative services, we now also have integrated data intelligence and robust digital capabilities to give you more marketing muscle.



Amsive fills the emerging need for marketing solutions grounded in data intelligence. Our mission is to make data-centric marketing a reality for more than just the largest companies.





Today's consumers signal their individuality and needs in all kinds of ways.

Marketers must listen to those signals and have the power to act on them. With our extensive capabilities in data and digital solutions, we give you the tools to know more and the services to do more.

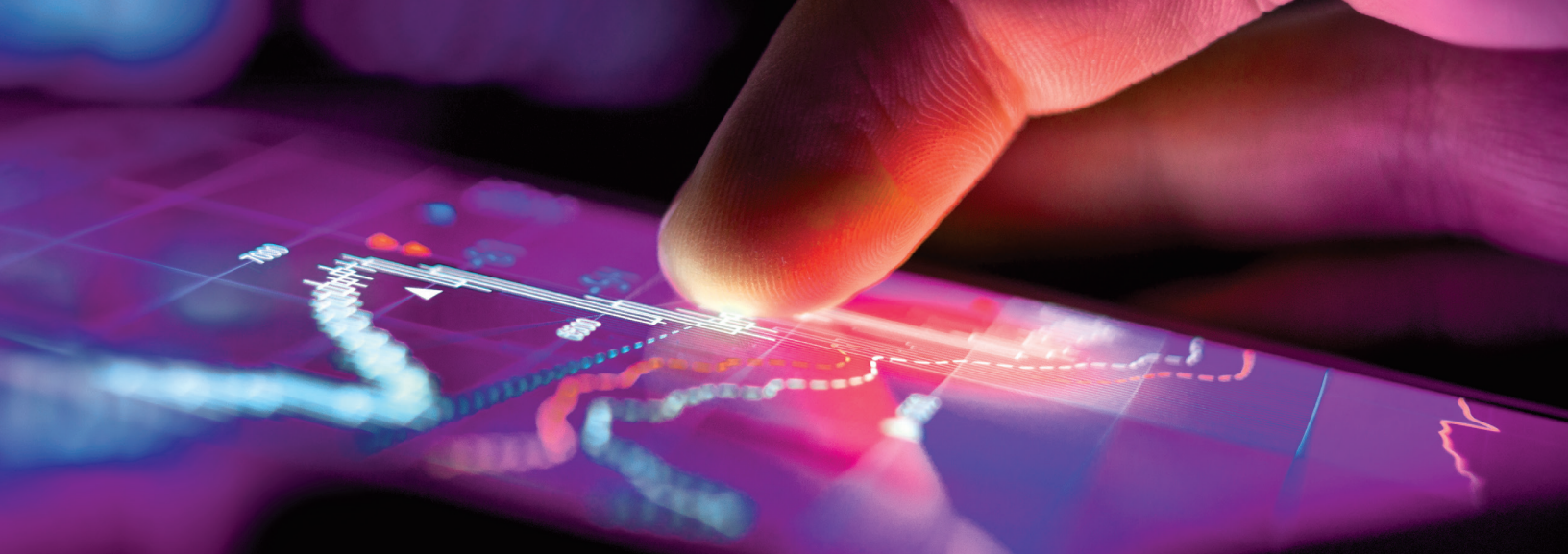
We start with the insights to know exactly who you should be targeting. We show you where to find them and how to connect with them in ways that are personalized, relevant and compel a response. Then we measure, analyze and optimize every part of your campaign spend.

- **Know Who Your Customers Are: Audience Strategy**
- **Know Where to Find Them: Channel Strategy**
- **Know How to Connect: Personalized Creative that Converts**
- **Know the Truth: Measure, Analyze, and Optimize**



Data expertise alone is not enough today. We transform marketing performance by pairing deep insights and market expertise with enterprise-scale data and channel resources.





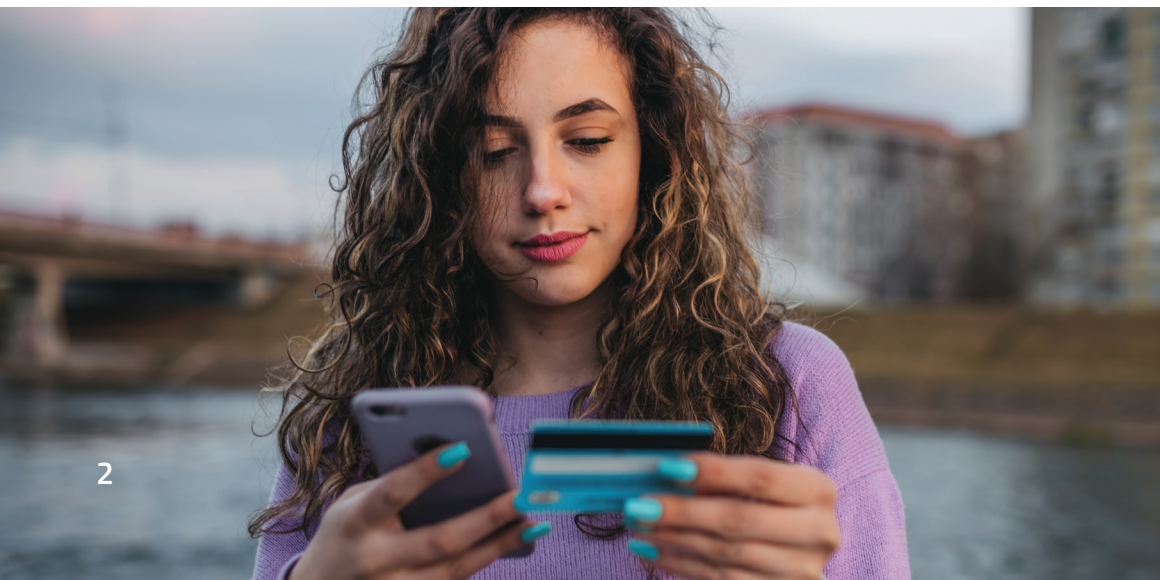
Acquire new customers. Engage existing ones. Build your brand. Manage your communications.

The market has faced more change in the last year than in the last ten years combined. Consumers have been forced to adapt or change how they purchase and consume products and services, creating the marketer's newest challenge: wielding the real power of data effectively. Because monetizing customer or prospect data the same old way will get the same old results.

Today, consumers want to engage with brands that listen and align with exactly what they want, when they want it. This requires an orchestrated, personalized experience, thoughtfully managed and delivered across all channels.

We help brands win today's consumers by taking a personalized customer experience to an entirely new level. It starts with deep, intelligent consumer insights, connects behavior-based signals of intent, and delivers connection at the right time with the right message.

All marketers are using data to some degree, but our ability to understand intent and manage the data connection across channels sets our programs apart.



Reaching the Right Consumers with the Right Message

We can change the way you acquire new customers and grow your existing customer relationships by leveraging data and insights to drive meaningful, measurable connections across the entire consumer journey.



Customer Acquisition

- Identify high value households or ideal new consumers demonstrating interest and intent for your product or service
- Consciously build the brand with key consumers so when they need you, they know you
- Deliver material growth through strategic customer acquisition



Onboarding

- Demonstrate that you know and care about new customers
- Orchestrate a personalized experience that leads to engagement and lifetime customer value
- Consistently deliver personalized information and solutions to improve the customer experience and create stickiness in the relationship



Cross-selling

- Employ consumer insights to create a thoughtful, personalized assortment of offers aligned to customer behavior, interests and needs
- Stay relevant at every stage of the customer journey
- Use triggers, AI and behavioral signals to give customers the solutions they need to help them wherever they are in their journey



Retention & Engagement

- Deepen relationships by effectively and easily managing your critical customer communications across channels including statements, contracts, payments and more
- Build seamless personalization into your customer communication with easy, accessible and relevant messaging tools
- Share purpose-based messaging like community or philanthropic involvement
- Respond quickly to changing consumer attitudes and deliver proactive messaging before they defect or purchase elsewhere



How We Work

Know Who Your Customers Are: Audience Strategy

Identifying consumers is the foundation of our campaigns. We house one of the most robust multi-sourced national consumer databases in the country. We layer your data along with daily feeds from credit bureaus. Using modeling, trigger and AI, we dynamically target credit-qualified consumers who live in your targeted geographic areas and who are signaling financial intent.

Know Where to Find Them: Channel Strategy

Your consumers are engaging across multiple channels. We understand how these channels work together and build campaigns to reach them across a combination of up to seven different channels, optimizing your spend to reach consumers in the most cost-efficient and effective way.

Know How to Connect: Personalized Creative that Converts

Our team knows the consumer finance market. We create campaigns personalized to your audience that are designed to convert quickly and effectively. We know the industry, including regulatory requirements. We create compliant messaging that connects with consumers while steering you clear of problematic language and approaches.

Know the Truth: Measure, Analyze, and Optimize

We continually test and optimize your campaign to increase response rates, lower acquisition costs, and improve your marketing ROI. Our analytics, reporting tools, testing strategies, holdouts and attribution reports all equip you to make informed strategic decisions and demonstrate the full impact of your marketing programs.

At Amsive we act as an extension of your marketing team to help you implement campaigns efficiently and seamlessly. Our team helps you optimize your budget and prioritize your time to get programs in market quickly and efficiently.

Capabilities

We give you the data and insights to know who your best and next customers truly are. We show you where to find them and how to connect with them in ways that are personal and relevant. And then we show you what's working and what's not, continually measuring, optimizing, and analyzing every part of your marketing spend. Explore our full capabilities.

Data Solutions

Our comprehensive data solutions make enterprise-level information and actionable consumer insights accessible for more than just the largest companies.

- Database of 250M consumers (18+ age)
- 400+ sources of online intent with over 70,000 data points
- Authorized credit bureau processing agency

Creative

Our experienced writers, designers and producers amplify your story and bring campaigns to life across all channels in compelling and powerful ways.



Email

We build and manage our clients' email programs and journeys, with the highest level of personalization, sophistication and integration to drive customer engagement and sales across the entire marketing funnel.

Direct Mail

Millions of pieces of direct mail power through our printers at any of three redundant production facilities across the country. Variable data in high-speed color with smart inserting technology to make every piece a true one-to-one communication. And our long-standing relationship and experiences with the USPS means we garner postal savings for you and get your communications seamlessly into the mail stream.

Critical Communications Management

From monthly statements (printed or electronic) to unplanned alerts, contract renewals and privacy notices, mandated and critical communication play a vital part of your overall customer experience. We give you peace of mind by managing and executing these communications in an integrated, automated, and seamless way. We get the job done, and your life is just easier.

Graphic Communications

Every day, we print millions of invoices, statements, and advertising inserts. Our print production facilities utilize a variety of equipment including digital presses, continuous form and cut-sheet printers, and industry-leading folding and inserting technologies. We support clients with technical expertise, flexibility, and automation to deliver quality and affordability on every project.

Large Format Graphics

Want to create a bold, larger-than-life statement with your brand? Indoors or out, temporary, or long-term, Amsive's team can showcase your brand in a full range of large-format graphic installations. Our reputation for high quality production, prompt delivery, and dependable installation earns us key supplier status at prime entertainment brands, major league sports teams, and top-tier events.

Locations

Illinois:

Corporate Headquarters
605 Territorial Dr
Suite A, B & C
Bolingbrook, IL 60440
331-318-7800

Indiana:

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