

DIGITAL DIRECT MAIL

Engage. Respond. Convert.

DDM | Cloud

Welcome to **Real Time** Response Rates & ROI Monitoring



Secure Upload

Upload data securely and instantly allocate personalised packs.



Launch

Launch campaigns and sub batches at the press of a button.



Coverage Checker

Instantly check records are eligible to receive DDM packs.



Connectivity

Manage and analyse device performance in **Real Time**.



Digital Engagement

Connect SMS API's or build bespoke SMS messaging.



Analytics

View full campaign performance and response rates in **Real Time**.



Digital Engagement

Connect Email API's or build bespoke Email messaging.



Flexible Workflows

Amend and develop messaging tools in **Real Time**.



Real Time

Manage devices and marketing triggers in **Real Time**.



Returns

Monitor and analyse returns performance.

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Welcome To Live Campaign Management

DDM Cloud is your platform, built to be adaptable and fully integratable with a wide range of push notification capabilities and broad API's. DDM Cloud can be utilised to deliver direct multichannel communications or simply trigger alerts and notifications into existing client MIS systems and marketing structures. Utilise the cloud for as little or as much as works for your campaign, cloud is all about supporting you and your campaigns.



Customer presses the button on the DDM Pack



A secure message is transmitted over a wireless network



DDM Cloud retrieves the customer data record and executes the campaign workflow



Campaign metrics are reported in real time

Simple, Effective Workflow Actions



SMS Text Message

Personalised SMS to the customer.

Options for Shortcode or Alphanumeric Sender.

Replies to SMS delivered as email to the brand.



Email

Personalised branded email to the customer.

Notification email to a point of contact within the brand.



API

Secure delivery to a client's system.

Delivered as an HTTPS post request or published securely via MQTT.

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Network Technology

DDM Pack use the latest low-power, wide area network technology to wirelessly transmit customer responses to the DDM Cloud. This network technology covers 95% of the UK population and is available in over 60 countries globally. No personal customer information is exchanged on this network.



Real Time Secure Data Exchange

When a button is pressed the DDM pack transmits an ID over the network in an encrypted message. No customer data is held on the pack or sent over the air. Certificate-based communication ensures only genuine messages are accepted by the network. Once received by the DDM Cloud the ID of the pack is used to retrieve the corresponding customer data record.

For each Campaign a custom workflow is developed in conjunction with the brand. A range of actions can be triggered with all customer touch points branded and personalised.

Stakeholders can be notified of the customer response either by email or through an API integration. Customer-facing actions can be managed and triggered depending on brand requirements. Subsequent button presses can be managed so SMS/email alerts are not sent, however any API call will still be provided to client systems. Suitable logic to handle subsequent button presses from the same customer can be implemented.



HTTPS API

For HTTPS integration the client must provide an endpoint URL to receive the data along with authentication credentials to connect. DDM Cloud uses a defined JSON schema with customer data which is posted each time a button is pressed. We expect the client to provide standard HTTP response codes which are used to validate API success. DDM Cloud incorporates a retry strategy for unsuccessful API calls.

MQTT Broker

DDM Cloud publishes button press events through an integrated MQTT broker. The client may subscribe to these events to receive the customer ID corresponding to the button press.



Client Portal

A secure portal provides a dashboard with real time campaign analytics, showing the number of units dispatched and the response rate. Additional reporting includes the pack return rate by reason, time duration to response, time and date stamp comparisons and overlay comparison tools.

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Security

DDM Cloud is built on a high availability infrastructure to ensure all responses are captured and actioned in a timely way with low latency.



The platform is hosted within Amazon Web Services' (AWS) EU hosting environment in a 'Virtual Private Cloud' network. Customer data is stored in an encrypted RDS database that is not publicly accessible.

Internal access is controlled through role-based security. Customer personal information is not retrievable through internal management user interfaces and can only be accessed by the DDM Cloud workflow engine.

At the end of the campaign all customer personal information is deleted from the DDM Cloud except



Secure Upload

Upload templating tools provided, securely upload data to the encrypted DDM Cloud in seconds. Ref Doc: DDM_Cloud_Data_Upload_Template.csv
API info can be uploaded through this service.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	ID	Title	FirstName	Surname	EmailAddress	Mobile	AddressLine1	AddressLine2	AddressLine3	AddressLine4	PostCode	CampaignCode	DeviceID	PACNumber	Other 1	Other 2
2	1234567	Mr	Luke	Thomas	luke.thomas@ebiuk.com	4.48E+11	Easibind	Adams Close	Heanor	Derbyshire	DE57 7SW	123000	123000	ABC123ABC123	0	0
3																
4																

DDMCloud

Full platform demo's are available on request: DDM@EBIUK.com.



Client portal access and use of DDM Cloud is provided free of charge to DDM campaign clients through a single licence, additional licenses can be purchased at £320.00 per licence.

Dynamic Email response builds are charged per campaign.

SMS response messaging builds are charged per campaign.

Bespoke logic and workflow builds are available on request to support specific brand requirements outside of DDM core structure capabilities.

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