



OUR PROCESS:

1. Envision

- Gather Data
- Identify Targets
- Develop Strategy

3. Evaluate

- Capture Response
- Measure Results
- Evaluate Impact



4. Evolve

- Review Learnings
- Refine Strategy
- Build on Customer Insights

2. Execute

- Create Offer
- Develop Components
- Deploy Campaign

TOP INDUSTRIES



Financial



Manufacturing



Publishing



Agriculture



Healthcare

CAPABILITIES:

Direct Marketing Strategy

- B2C / B2B Customer Care Programs
- Acquisition / Retention / Reactivation / Growth Campaigns
- Dealer / Franchise Marketing

Data Intelligence

- Customer Data Integration Data Sourcing
- Customer Profiling / Segmentation Response Analysis
- Data Appends / Enhancements

Digital

- Websites Campaign Microsites / Splash Pages
- Custom Development Email Development / Deployment
- SEM / SEO Social / Mobile Marketing Automation
- Storefronts / Digital Asset Management



Data-driven direct marketing.
Designed to move the needle.
Handled expertly.

B2B

B2C

Delivering integrated
marketing solutions that
drive results since

1991



Minneapolis, MN

InfinityDirect.com

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AGENCY:

Why Work With Us

We get direct marketing because it is in our DNA. We are data-driven and results-focused, putting measurability into everything we do. We are nimble, responsive, and have an insane dedication to our clients.

Who We Are

Infinity Direct is a direct marketing agency specializing in helping clients acquire, retain, and measurably grow valuable customer relationships.

What We Do

Our team of passionate professionals brings data-driven customer insights and engaging creative together to deliver optimal response. We provide expertise in campaign strategy, data analytics, digital and e-marketing, design and production, and resource management.

Who We Serve

We have an intense dedication to client service and deliver creative, data-driven, results-focused marketing to more than 800 clients within 100 different companies in the agriculture, financial, manufacturing, healthcare, and non-profit markets.

LEADERSHIP:

Tom Harding, CEO
David Greenblat, President
Shawn Harding, EVP/Partner
Theresa Cregan, Controller
Kathy Mays, VP, Client Services
Katie Schmitz, VP, Integrated Services
Victoria Wise, Director of Marketing
Scott Kennedy, Creative Director
Patti Bassett, Digital Director
Jim Vilter, Director of Consumer Insights/Analytics

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