

WE Marketing Services



WE Marketing Services takes the insight delivered from our predictive analytics, prospect research and custom audience development services and apply it directly to your marketing efforts.

Why Go It Alone?

WE provides a one-stop shop for the digital and direct mail marketing services that makes your marketing efforts count.

With WE Marketing Services, our experienced marketing professional services team will strategize and execute your integrated marketing campaigns. WE will help you define goals, develop a campaign strategy, execute coordinated marketing campaigns and analyze results for maximum return on investment.

Making Your Job Easier

WE helps you develop and execute your marketing and business development strategy with precision and with our creative development and fulfillment services WE helps you effectively reach your audience, amplify impact and achieve lasting results.

Comprehensive Services, Outstanding Results

Custom Audience Development

WE Custom Audience Development helps you curate an ultra-targeted prospect list based on wealth, lifestyle and over a hundred affinity attributes. Leveraging the power of our wealth intelligence platform, you have the power to identify new prospects based on look-alikes of your best customers or using our highly advanced prospect generator application, WE Prospect to create custom lists.

Email and Direct Campaigns

Engage directly with your audience and capture their attention through targeted email. Real-time monitoring and reporting of the results of the email campaign to track clickthroughs and more.

Through our network of experienced marketing and direct mail professionals, WE will execute your email campaigns with precision.

Drive stronger marketing responses

Acquire new customers

Re-engage lost or lapsed customers

Convert prospects to first time buyers

Grow current customer relationships with additional client offerings

Retain loyal customers or enhance customer satisfaction and brand loyalty

Whether you have your own prospect list, are using a third party list, or have created a new list using our WE Prospect solution, WE will work with you so you can be confident that your emails will reach your target audience.

Digital Marketing & Online Advertising

Digital Marketing & Online Advertising services allow you to leverage the results of our research and analytics to build a powerful web presence that reaches your target audience. Using state-of-the-art IP targeting and remarketing strategies, we can help you pursue the right people for your online and social media (Facebook) advertising campaigns.

- » Build a powerful interactive online marketing strategy and web presence that ensures your brand is top of mind when the prospect is ready to buy
- » Target the right people for online advertising and email campaigns
- » Stay engaged with your target audience and present them with highly relevant ads and offers
- » Identify targets based on interest categories, common demographics, affluence, life stage, political affiliation and purchase intent attributes



One-stop-shop for all your marketing needs

Find the right audience

Transform off-line profiles into online connections

Reach your audience no matter where they are

WE Onboarding

Connecting with your audience online is made easy with our WE On-boarding service. We use

IP address zones to deliver the most relevant message to each of your defined audiences. With nearly 100% coverage for the United States, IP zone targeting is 77% more accurate than targeting through zip codes.

Using your own customer/prospect list, a third party list, or a new list from our WE Prospect solution, WE will match and overlay the list to a targetable, online audience using IP addresses and browser pixels. IP audiences are matched based on your criteria, and can include a full range of demographic and lifestyle attributes. Our creative experts then place cost-effective digital advertisements to the very specific, household-level targets within the addressable audience.

Trusted partners

Our professional services team has decades of data and analytics business experience, and marketing insight to provide decision-makers with actionable, effective strategies to increase marketing and fundraising success, find qualified prospects, and effectively reach target audiences. WE takes this knowhow and expertise to help you achieve your strategic marketing objectives.



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