how our aquisition program works: Edge and Non-Edge Software Users

	Page Location		Directions
01 STEP	DRIVERETAIL.COM WEBSITE		BITE HOME PAGE: and select a category under "DIRECT MAIL MARKETING" ers from 40+ categories and select the mailer you want UPLOAD OWN LIST Upload your own list of customers and send this direct mail design template (no minimum print quantity) PURCHASE A LIST Purchase a trageted list of customers and send this direct mail design template (no minimum print quantity) CUSTOMIZE Customize this direct mailer by changing headlines, copy, and jewelry images (1000 pcs. minimum print quantity)
02 STEP	ONLINE POST OFFICE	Enter Direct Mailer Contact Details includi Select Postage Class and Confirm Mailing E	to you upon completion of your store registration ing your Call-to-Action (Promotional Offer and Disclaimer) Date ple mailings to the same address (See step 4 below)
03 STEP	GEO-TARGETING TOOL	 Under "Geography" select option "Radius ar Click your store address that will appear as a 	RECT MAIL LIST" TO GO TO GEO-TARGETING TOOL: round an address" and enter your store address in search bar a validated address in the drop-down menu tadius (miles)" bar to increase or decrease your search distance Geography Radius around an address © Zip, City, County or State: © Whole USA Radius (miles)
04 STEP	GEO-TARGETING TOOL	and select "Consumer"	As Corporate Drive, Shellon, CT, USA 5 down menu arrow underneath "Database Type" th "Search Field" and be sure to select "Unique Addresses click the + button
05 STEP	DATA QUALITY AND REVIEW OPTIONS	 DATA QUALITY OPTIONS PAGE: Data Quality Options have been pre-selected so do NOT change Be sure the "Remove Duplicates" and "By Address" are both clicked Click "Next" 	Consumer Unique Addresses Only Yes REVIEW OPTIONS PAGE: • This page allows you to simply review all of your options selected • Click "Next"
06 STEP	PAYMENT		vith your job will be emailed
Denotes In	nportant Step		rowerd by royror