

GPSmail™

Targeted direct mail advertising enhanced by door-to-door-directions and maps.

(U.S. Pat. Pending)

Our experience in geo-spatial location intelligence solutions for the travel industry has enabled us to develop **GPSmail** — our exclusive system for adding door-to-door directions and maps to your direct mail campaigns. Each printed piece has unique directions and maps from your customer's or prospect's home to your store.

GPSmail has been proven to increase response rates. This makes your direct response effort even more valuable and cost-effective. GPSmail also helps generate interest in your offer by making it easy for your customer or prospect to respond.

Try GPSmail today.

With **GPSmail**, your prospects can receive both your special marketing message, and the best way to find your store. It's the best way to —

- Increase store traffic
- Dramatically improve your response rates
- Close more sales

Consumers are busy. Everyone is bombarded by advertising and information. Now, you can make your marketing message stand out! Include a map with driving directions right to your store and make your store the logical, simple solution.

“I was simply amazed at how many people thanked me for the directions to my store — and I really think it improved the response rate!”

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Add GPSmail to your direct response programs. You'll get personalized and customized maps with door-to-door directions on every piece of mail

Imtek Direct Marketing™

www.imtek.com/GPSmail