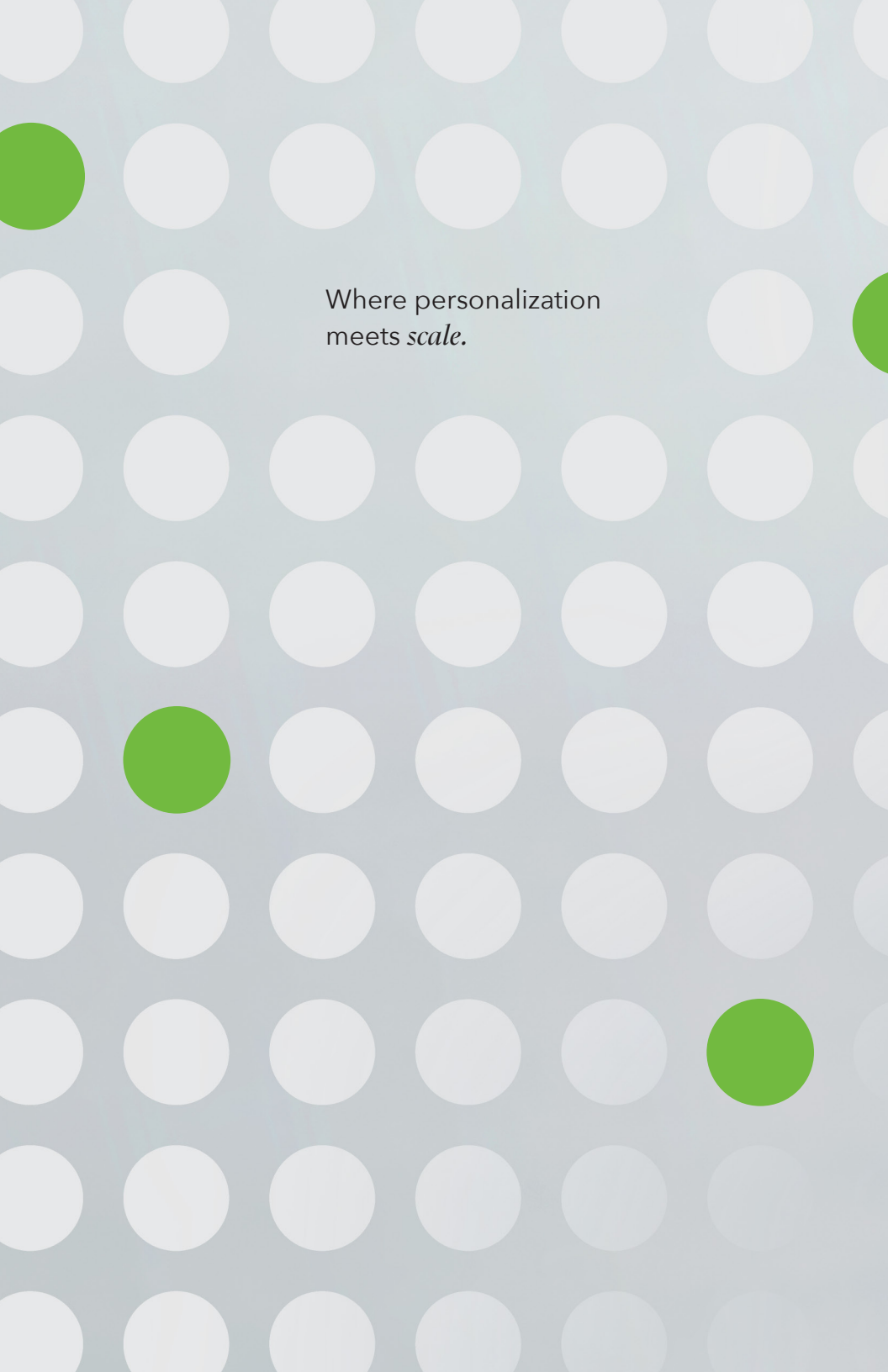


WE GET PERSONAL

Transform your marketing strategy from one-to-many to one-to-one.



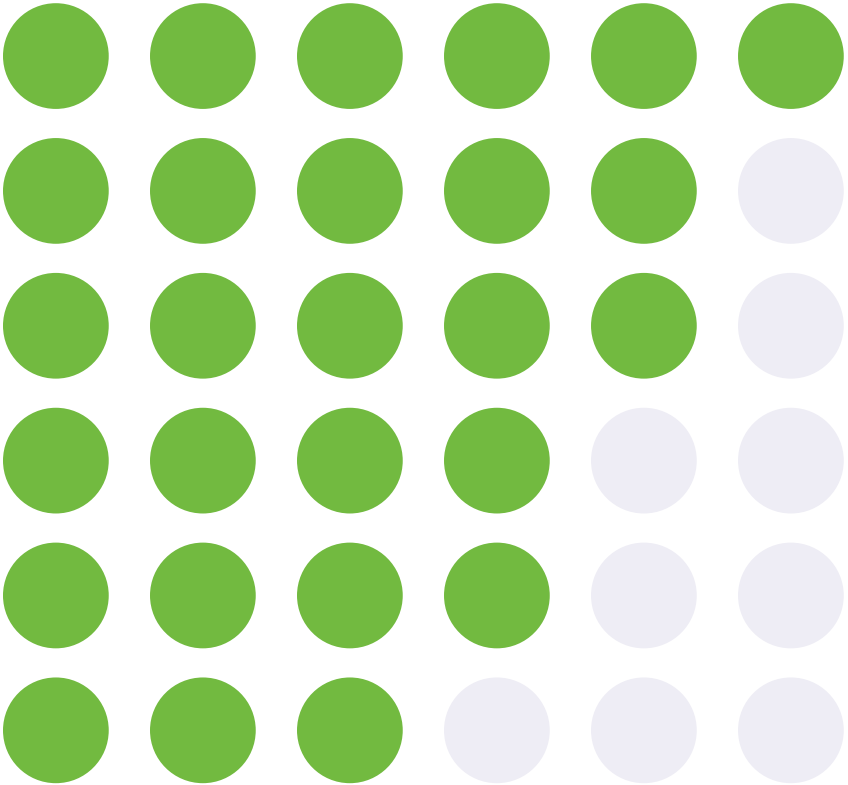
baesman:

The background features a grid of light gray circles on a light blue gradient. Four of these circles are replaced by solid green circles, located at the top-left, top-right, middle-left, and bottom-right positions.

Where personalization
meets *scale*.



Personalized marketing— *solved.*



76%

of consumers gravitate toward brands that tailor their experiences. That means personalized marketing isn't only an expectation – *it's a revenue driver.*

Access a new world of
personalization at scale,
and all the revenue
that comes with it.





With decades of customization experience across multiple industries, Baesman can help you transcend the hurdles of small teams and data complexities to transform your marketing strategy and accelerate customer loyalty.

Strategy & Analytics

Our proprietary customer intelligence report can help you understand your customers like never before. We pinpoint how customers interact with your brand, so you can respond with programs that are relevant, targeted and timely.

- Customer profile analysis
- Customer journey mapping and LTV
- Customer analysis and reporting
- Database hosting and management

Results

Stanley Steemer saw a 200% lift in bookings in just one campaign.

Loyalty Programs

We dig deep into data, customer purchase behavior, brand sentiment, channel preferences, and more to curate a member-centric program and financial model that drives KPIs and provable ROI.

- Loyalty strategy and design
- Financial modeling and customer insights
- Program management and analytics
- Our loyalty platform, Intuition

Results

Shoe Carnival's loyalty program increased active buyers by 138% in one year.

Email & SMS

Digital fatigue is real. We can help analyze and refine your current email and SMS programs, or stand up a brand new one, with the perfect mix and cadence for your audience—and we can do it fast.

- Email coding
- Email execution
- Analytics and reporting
- Fill staffing gaps

Results

Rag & Bone New York's successful email program increased data capture by 50%.

Direct Mail

From strategy and analytics to printing and tracking, we specialize in unique printing for every customer. Our response 360-marketing platform brings direct mail into the digital era. Transform a single piece of mail into dozens of impressions with our omnichannel platform.

- Direct mail omnichannel marketing
- One-to-one variable data printing
- Postage and logistics
- Mailing services

Results

By switching to Baesman, DSW increased quality and saved \$250,000 with its direct mail program.

In-Store Signage

Pixel-perfect printing, perfectly packed sign kits, timely replenishment, across all of your stores—that's our promise. And we work at the speed and precision of retail, giving you peace of mind.

- Interior and exterior graphics
- Custom kit packing and distribution
- Store replenishment programs
- Brandwise storefront portal for easy ordering and fulfillment

Results

During rapid expansion, we helped Charming Charlie save nearly \$500,000 on in-store signage in one year.

Storage & Fulfillment

We have custom solutions for storing, ordering, packing, and shipping all packaged in a branded ordering site with detailed reporting. If secure, efficient, and cost-effective fulfillment is what your brand needs, we've got you covered.

- Marketing materials and product fulfillment
- eCommerce integration
- Inventory management and storage
- Shipping logistics

Results

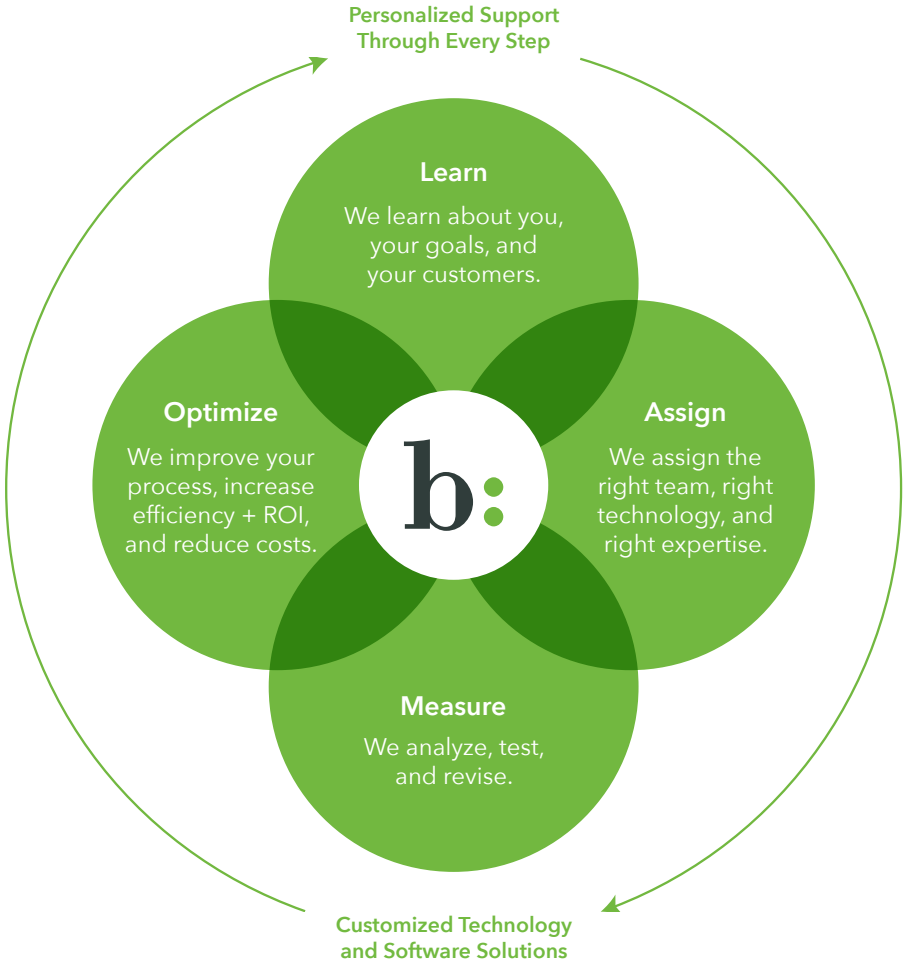
We helped Lane Bryant reduce program and warehousing costs by nearly 50%.

“We’ve worked with many marketing agencies but Baesman helped us understand our customers and their behaviors. Those insights are what led to *program transformation and improved results.*”

Sarah Sharp
Vice President, Hibbett Sports

How it's Done

Our proven process ensures you get the best possible experience while accelerating customer engagement and boosting loyalty for your business.



Ready to *transform*
your marketing?

baesman.com



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