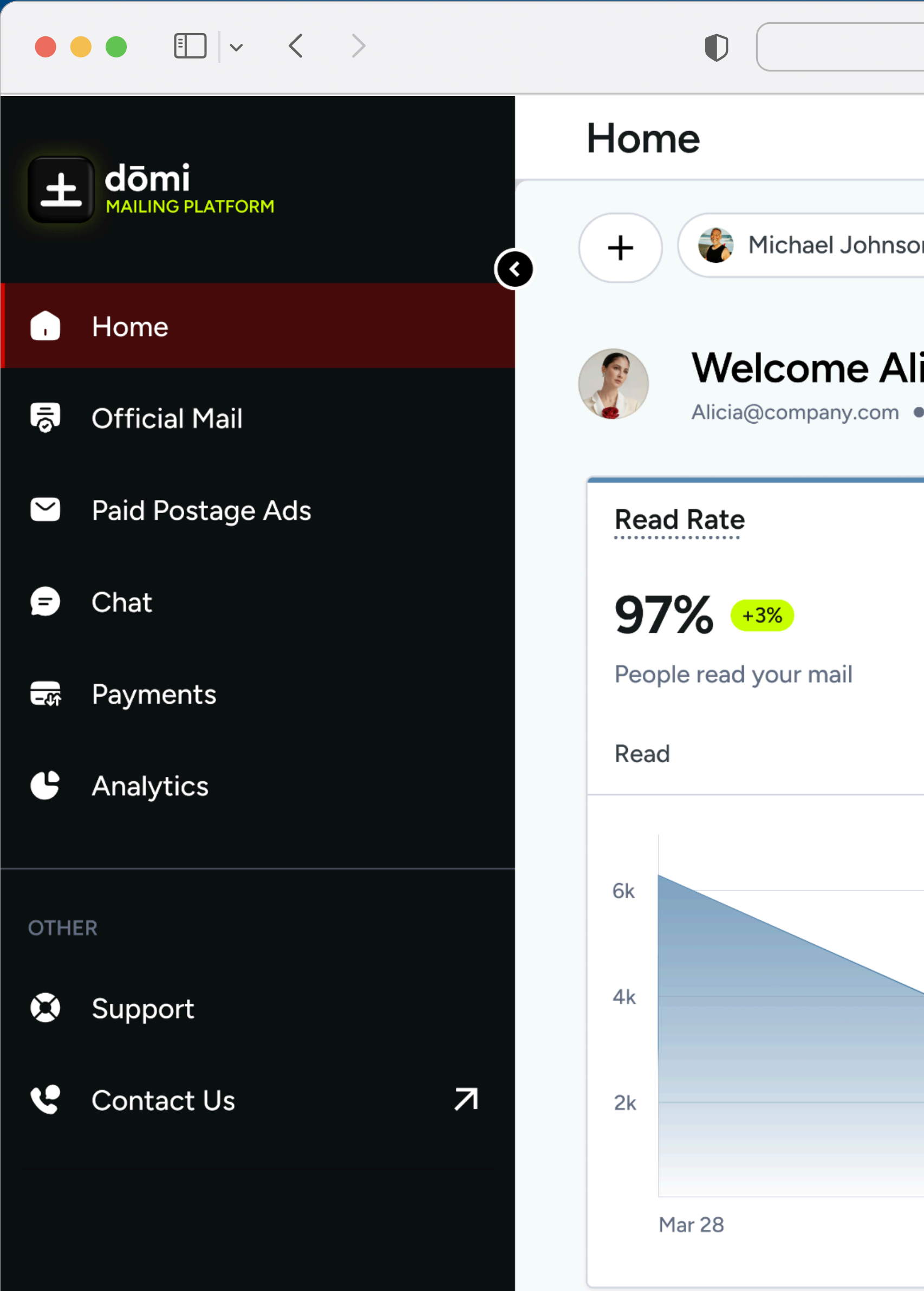




Your **Secure Digital** Alternative To Direct Physical Mail

- 💰 ONLY PAY POSTAGE ON MAIL THAT IS DELIVERED AND READ
- 💬 CHAT DIRECTLY WITH CUSTOMERS
- 📊 GET INSIGHTFUL ANALYTICS
- 🔍 FILTER YOUR RECIPIENTS



The Problem

Physical mail is *archaic, inefficient, and detrimental to the environment*. Physical mail is the last “direct to consumer marketing” channel that needs to be digitized.

Newer generations will expect their mail digitally. Direct Mail advertising accounts for **\$12 Billion a year**, yet **read results are less than 5%**.

 Costly

You incur costs on printing and delivering the mails.

 No Analytics

You cannot track mail campaign engagement.

 No Direct Channel

You cannot create a direct communication channel.

 Delivery

You cannot deliver in natural disasters.

Solution

BE PART OF THE MOVEMENT TO REDUCE WASTEFUL PAPER MAIL PRODUCTS

Domi lets you customize your audience and send mail effectively. Pay postage to recipients, encouraging engagement and access valuable analytics to better your future mail campaigns.

Choose between an Official Mail monthly plan, with pay per document feature, or Paid Postage advertisement plan (based on home value and file type).

 Instant Delivery

Send mails instantly to a zip code, draw a polygon around the area, or send direct to specific addresses

 Pay Per Click

Curate your audience and *only pay* for read mails

 Direct Channel

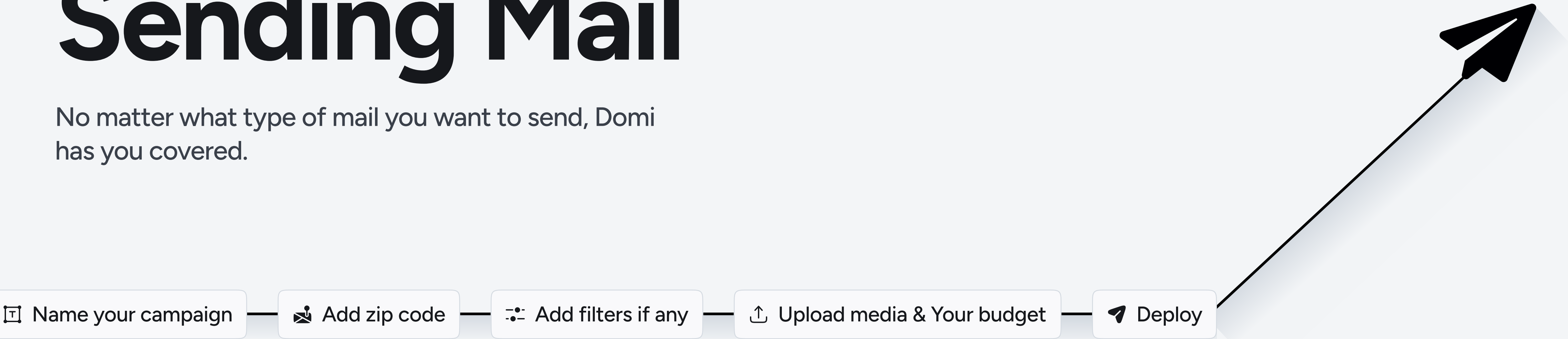
Direct *communication* channel with local customers

 Analytics

Get *insightful analytics* about your mail campaigns

Sending Mail

No matter what type of mail you want to send, Domi has you covered.



Official Mails

Send mail directly to an individual, for invoices, legal notices etc.

- Banks
- Medical Institution

Paid Postage Ads

Deploy mail campaigns in a zip code, sending to masses, instead of paying postage to USPS, you pay postage to users which incentivizes them to open your mail. Good for ad campaigns.

- Ad Campaigns
- Awareness Campaigns

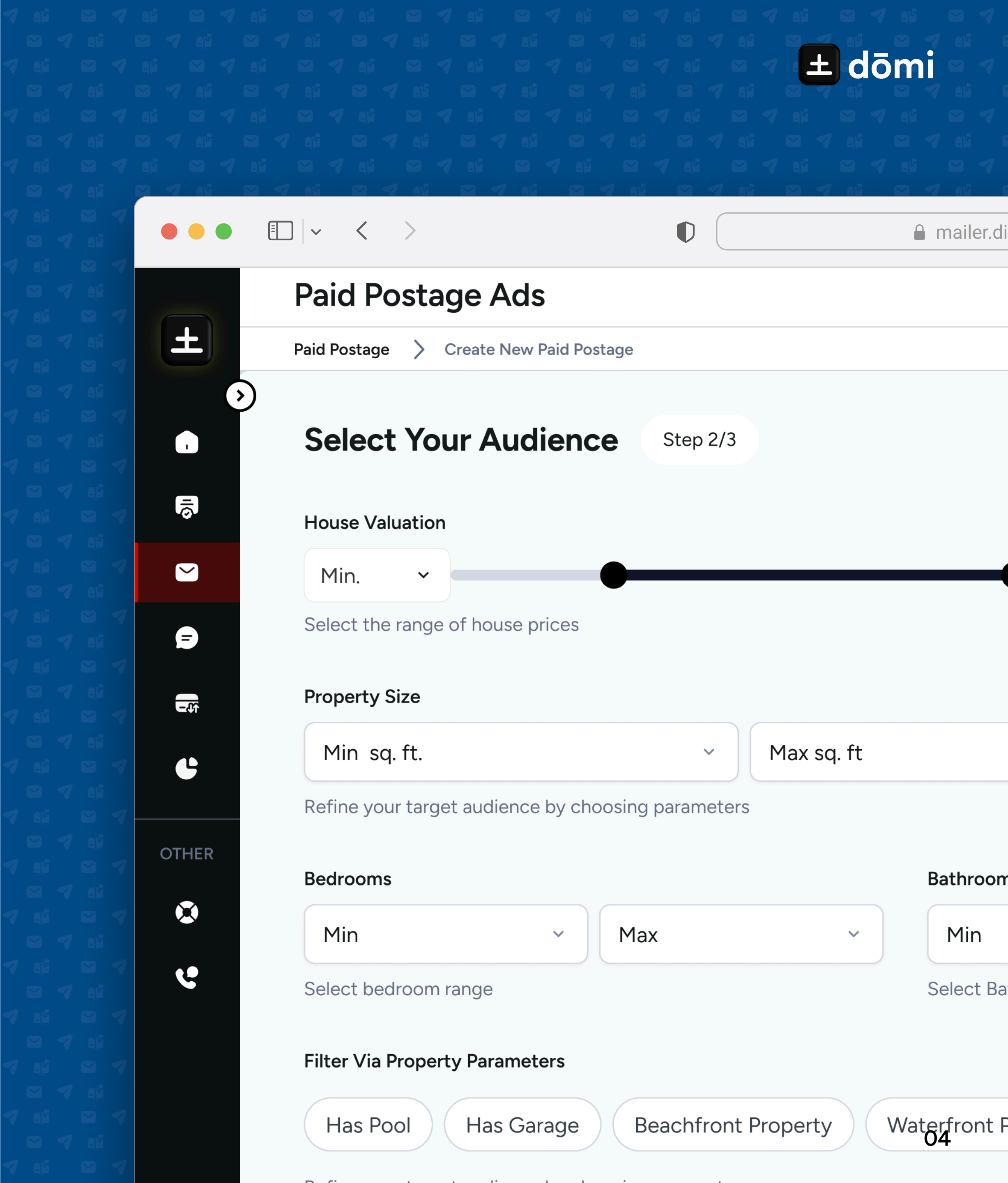
Curating Your Recipients

Unlike physical mail, you can *go beyond ZIP code* and curate your recipients types, ensuring your Paid Postage lands in the hands of those most likely to respond.

As users add to their profile, such data points as gender, pets, number of children become invaluable to pinpointing your advertising spends.

 Filters

- ✓ House Valuation
- ✓ Property Size
- ✓ Number of bedrooms and bathrooms.
- ✓ Property parameters such as - Has Pool, Garage, beachfront Property, Waterfront Property.
- ✓ Owner or tenant
- ✓ Gender



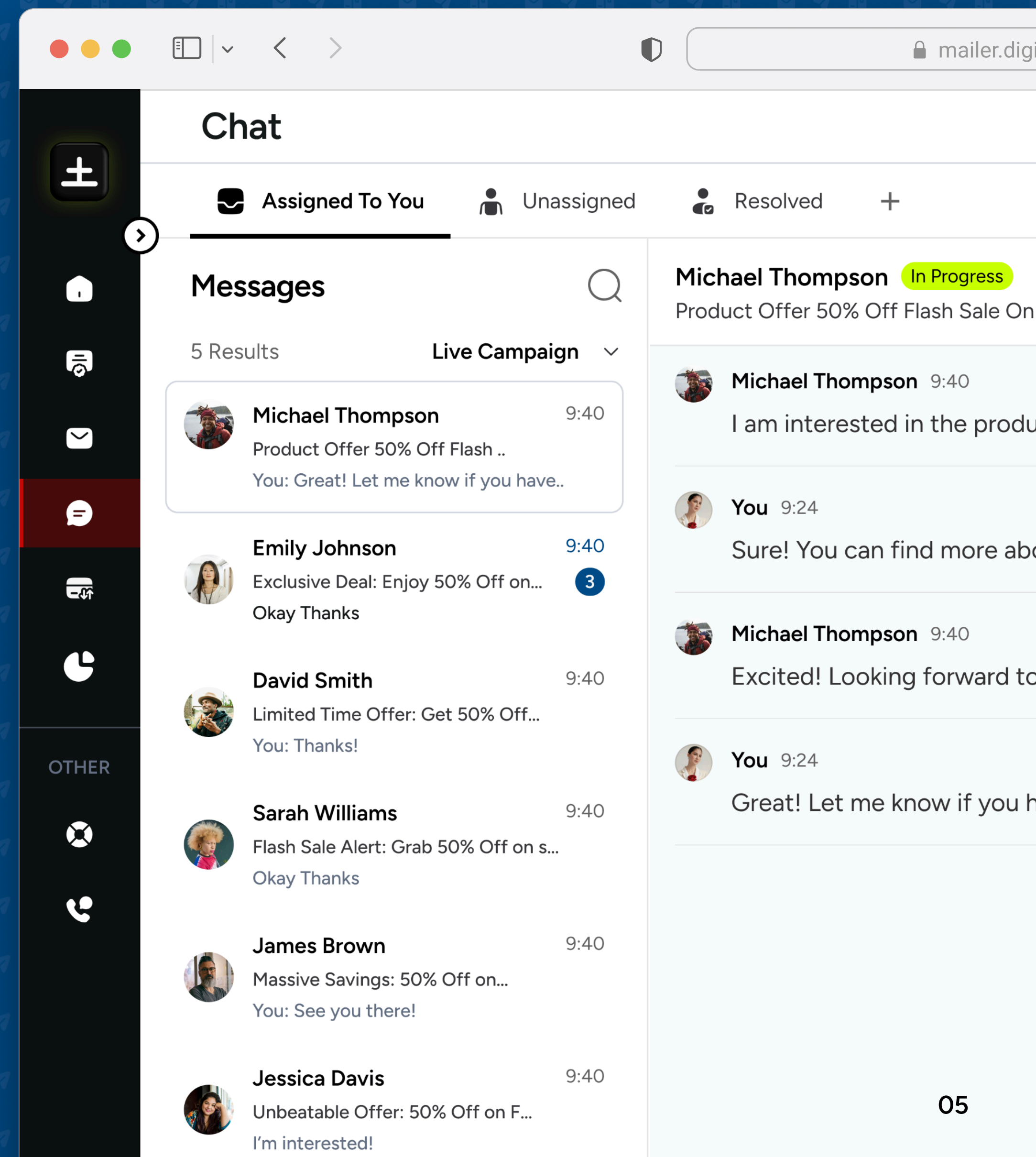
Direct Communication Channel

Establish a direct communication channel with your recipients, allowing them to reply directly to your Paid Postage mails.

Recipient Engagement

- ✓ Offers recipients an effortless way to respond to your mailers.
- ✓ Makes responding as simple as sending a text message.
- ✓ Send them valuable offers that can be conveniently saved in their Domi Docs for promotional in store or online use at a later date.

Two-way conversation to answer questions, share info, and ***build relationships with your local customers.***



Insightful Analytics

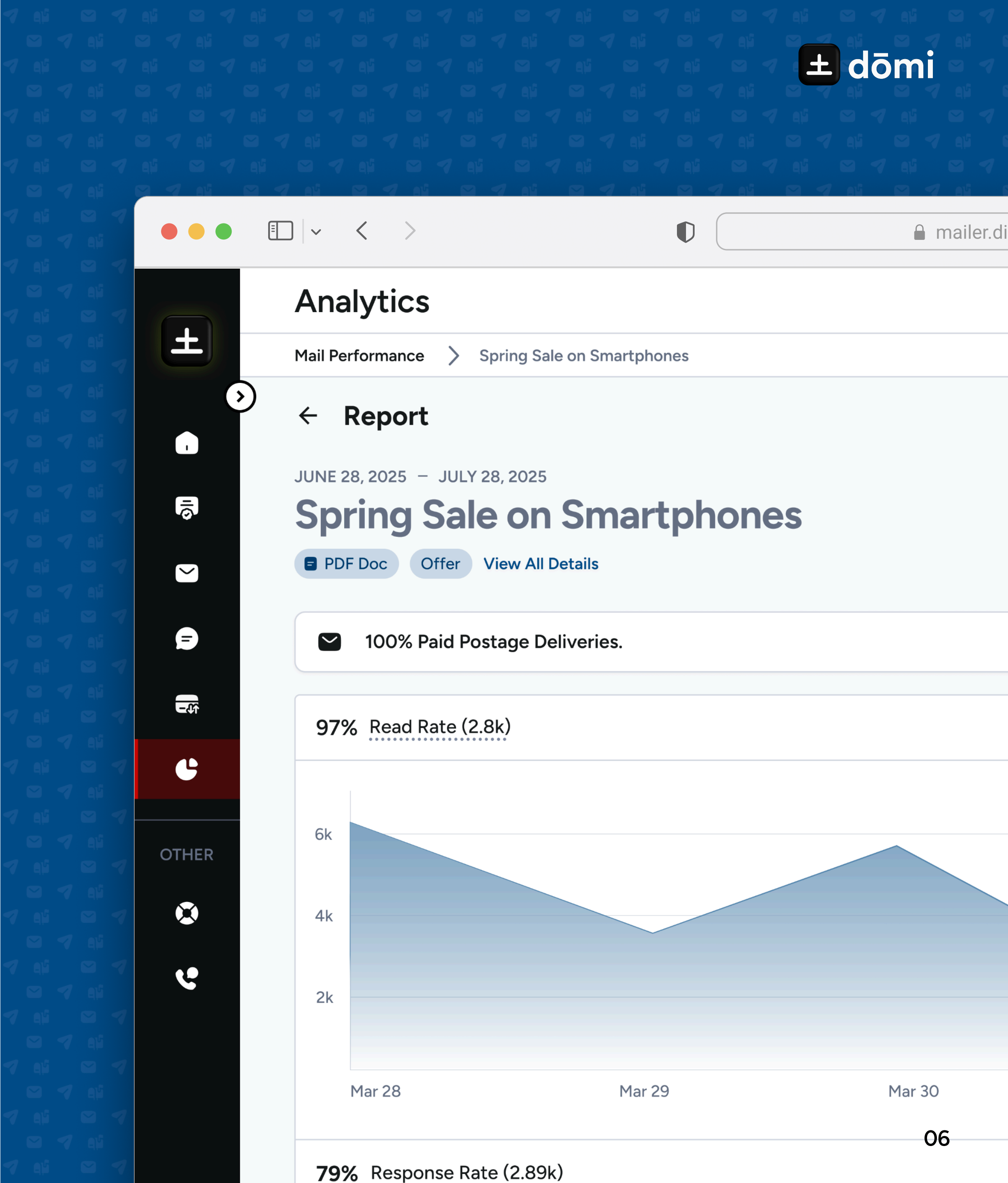
Get valuable insights into your mail performance, Optimize your mail strategy with precise analytics.

✉ Mail Insights

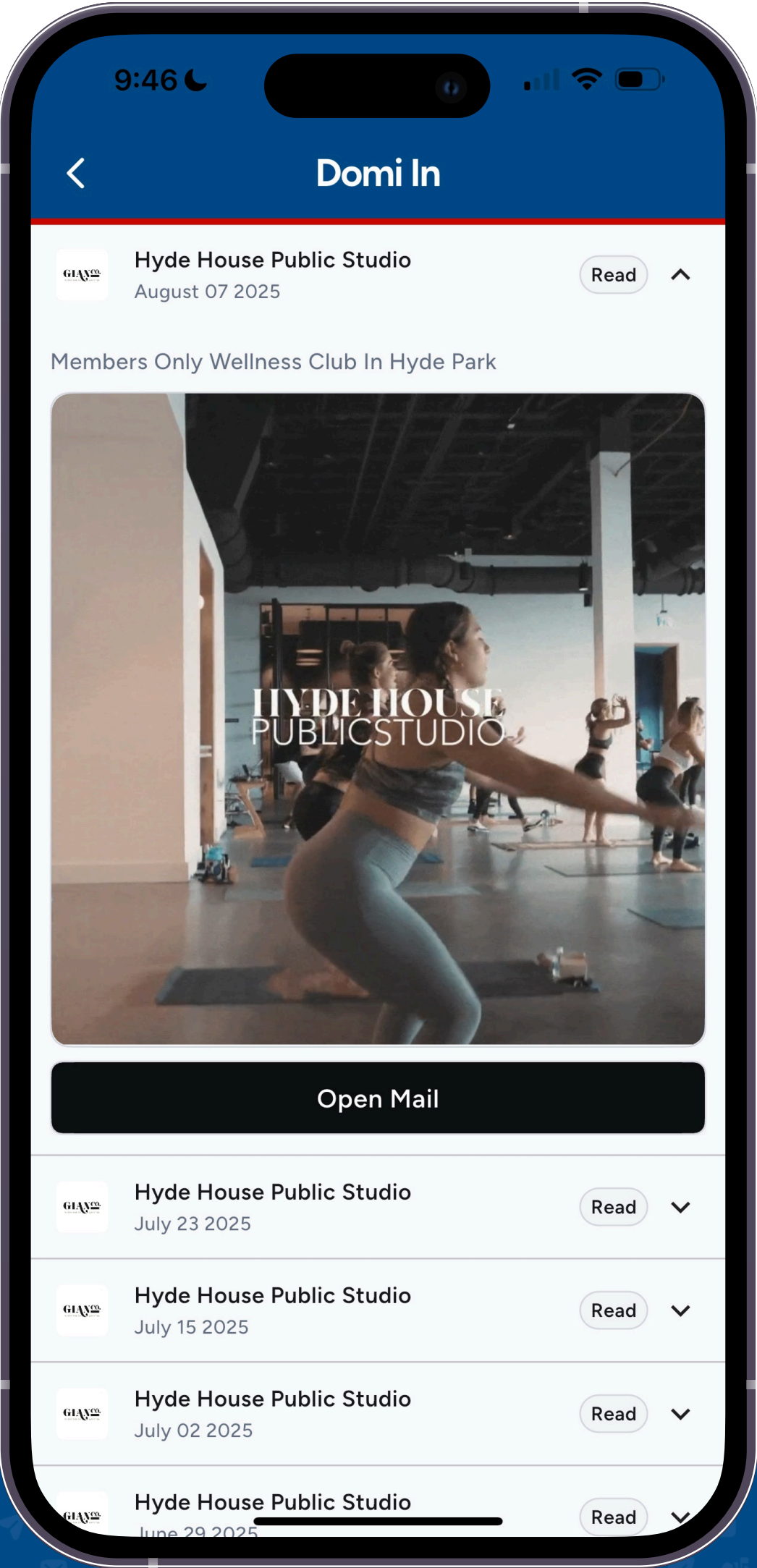
- ✓ View Read Rate
- ✓ Response Rate
- ✓ Click Through Rate
- ✓ Saved Rate

👤 Demographics Insights

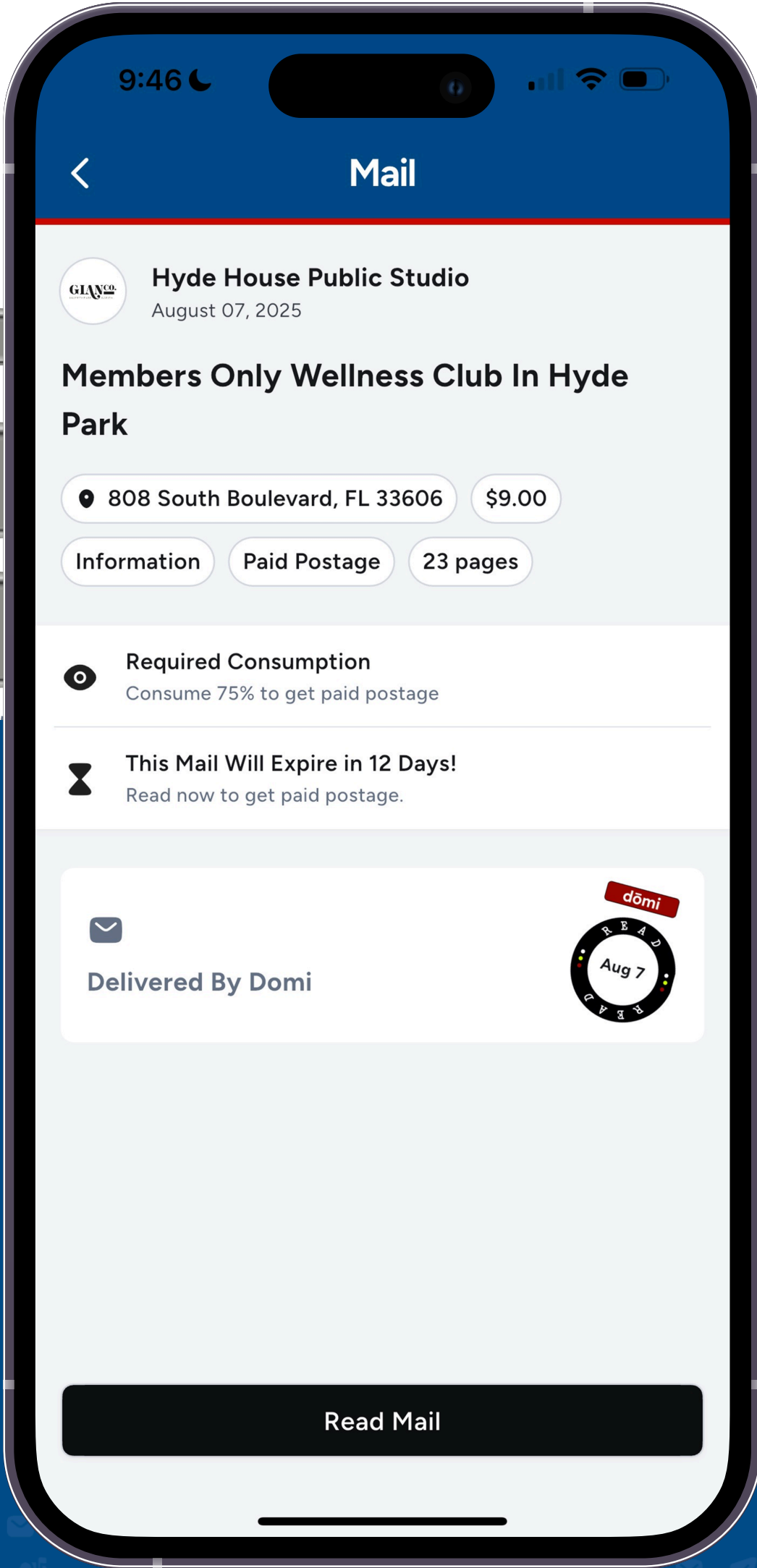
- ✓ Average Home Value of recipients.
- ✓ Home characteristics, user interests.



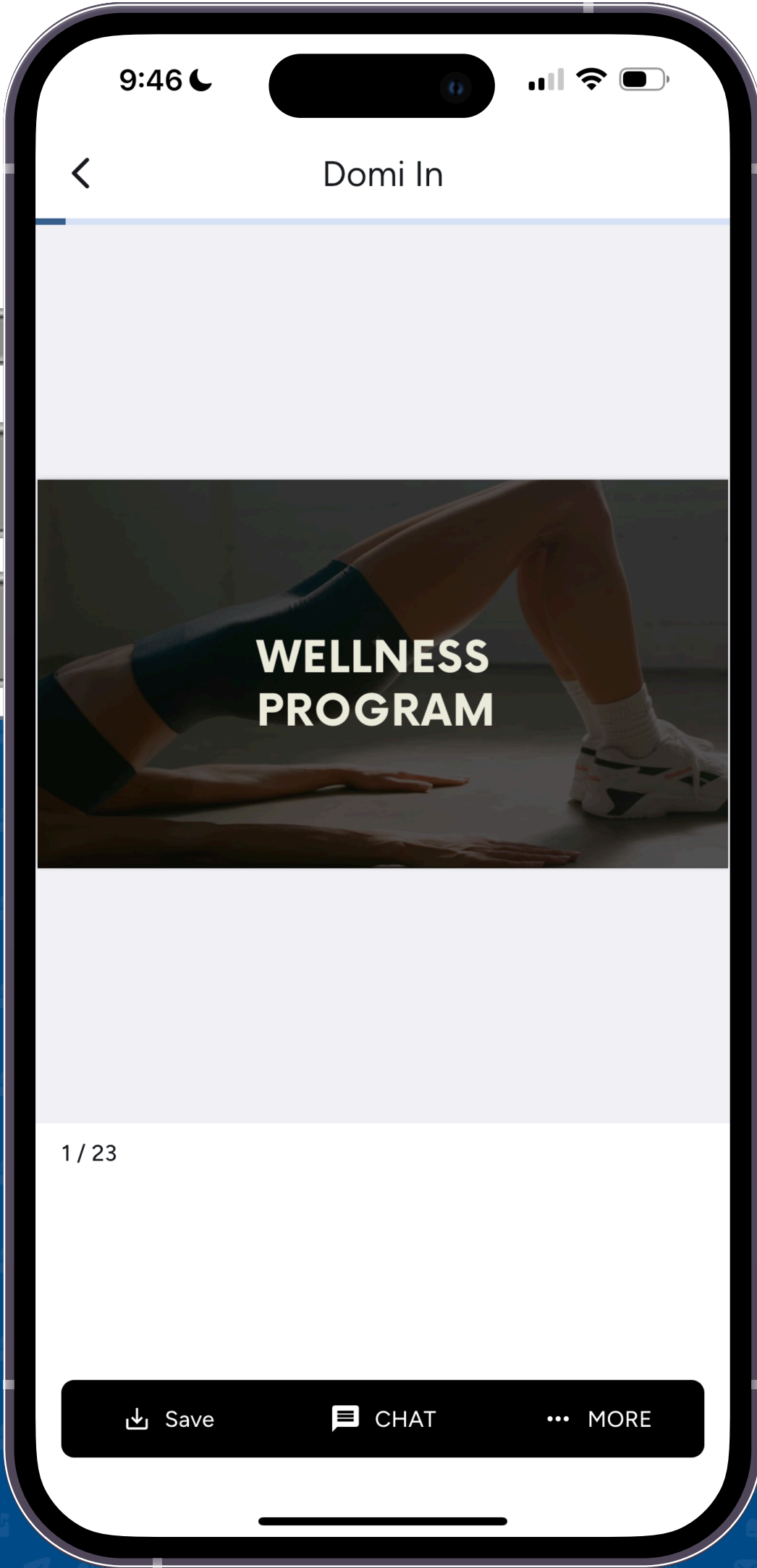
RECIPIENT SEES YOUR MAIL



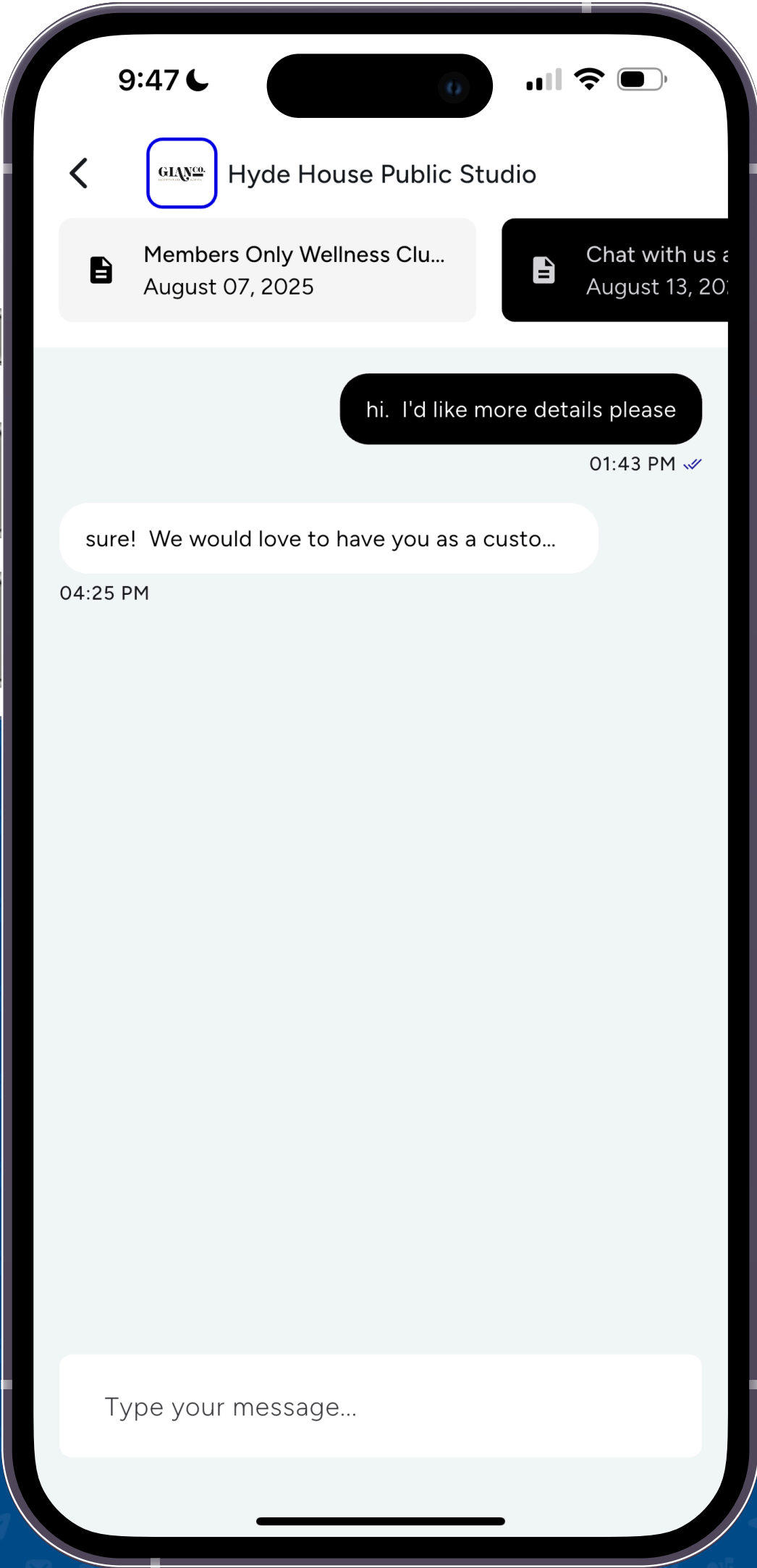
RECIPIENT OPENS YOUR MAIL



RECIPIENT READS YOUR MAIL



RECIPIENT REPLIES TO YOUR MAIL



PPC Digital Vs PPM Physical Mail

USPS Charges you based on 4 criteria

Weight of mail

Delivery receipt request

Urgency (Time) of delivery

Distance to Customer (Zones 1 -19)

Domi charges you based on just 2 simple criteria

Type of File (PDF, Booklet, Video)

Value of the Home mail is sent to

Coming Soon

Customer Pay Direct Payment

Business to Business Mailer

Business to Tenant

Performance Indicators	PPM or CPM	PPC or CPC
	Current Physical Campaign	Domi Campaign
Per piece cost of flyer	\$0.50	\$2
Number of Pieces sent	2000	1000
Campaign Budget	\$2000	\$2000
Cost Of Printing One Piece	\$0.50	0
Aggregate cost of printing pieces	\$1000	\$0
Disposed in Trash estimate	90%	0%
Read rate estimate	10%	100%
Response rate of read flyers	10%	100%
Number of customers engaged estimate	2	1000
Success Rate	0.10%	100%
Cost per customer Acquisition/Contact:	\$1000	\$2.00
Delivery time of campaign	2-7 days	Instant
Delivery receipt	✖	✔
Two Way Communication	✖	✔
Read Receipt	✖	✔