

Edge ID or
Program Key :

Internal Use Only. Do Not Fill In.

APPOINTMENT FORM

BIRTHDAY & ANNIVERSARY RETENTION PROGRAM

INSTORE
operated by drive retail.

**Please fill-in the information below and send to Email:
Tom@DriveRetail.com or Fax: 770-881-7332**

BIRTHDAY & ANNIVERSARY "AUTO SEND" PROGRAM INFO NEEDED

If you have not yet registered for the program, please do this first by referencing the direction on the bottom page.

Please note that The EDGE Technical Support person who will remote into your store will need the administrative password for Windows on the server that runs your EDGE Software (this is NOT the same as your EDGE password).

(1) STORE CONTACT INFORMATION:

Store Name :

Contact Person:

Contact Email :

Contact Phone :

**Best Day and
Time to Call :**

(2) DIRECT MAILER DETAILS: To view designs in greater detail, go to www.DriveRetail.com, click "Products" tab on top navigation bar, then click "Anniversary", "Birthday - Men's", and/or "Birthday - Women's" categories under "Direct Mail Marketing" in the drop-down mega menu.

(A) Female Birthday Direct Mail Product ID:

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your birthday purchase!) Fill-in below:

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

Customer Search Criteria (Example: Customers that have purchased at least \$500 over the past 5 years.) Fill-in below:

(B) Male Birthday Direct Mail Product ID:

[Redacted]

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your birthday purchase!) Fill-in below:

[Redacted]

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

[Redacted]

Customer Search Criteria (Example: Customers that have purchased at least \$500 over the past 5 years.) Fill-in below:

[Redacted]

(C) Anniversary Direct Mail Product ID:

[Redacted]

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your anniversary purchase!) Fill-in below:

[Redacted]

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

[Redacted]

Customer Search Criteria (Example: Couples that have purchased at least \$500 over the past 5 years.) Fill-in below:

[Redacted]

(D) Thank You Direct Mail Product ID:

[Redacted]

Visit www.DriveRetail.com to view all direct mailers in more detail.

Promotional Offer (100-character limit including spaces. Example: Bring in this card for \$100 OFF your next purchase!) Fill-in below:

[Redacted]

Disclaimer (75-character limit including spaces. Example: Min. \$500 purchase. Valid 60 days from receipt. See store for details.) Fill-in below:

[Redacted]

Customer Search Criteria (Example: Customers that have purchased at least \$200 over the past week.) Fill-in below:

[Redacted]

INSTORE[®]

marketing by drive retail.

Program Registration Directions

Register in The Edge Software and Email Logo

- 1 Open your Edge Software, click on **Customer** tab on top navigation bar
- 2 Click on **Print Marketing** tab on left navigation,
- 3 Then click on **My Account**
- 4 Fill out the information in the **Postcard Account Details**
 - Email store logo in any file type (.eps, .jpg, .pdf) to **Tom@DriveRetail.com**

The Edge[®] - [News Feeds]

File Administrative Window Help

THE EDGE[®] POS **1** Customer Inventory Services Reports Associate News

Edge News

Find

Add

2 Print Marketing

Order Now

Schedule

History

3 My Account

Website

Online Marketing

Labels

Export

Email

Statements

Gift Certs

Rewards

Clienteling

Wish Lists

Email Layaway Inactivity

Wizards

Sales

#1 - 4:39

18.1.4.904

News Feeds

4 Postcard Account Details

Edge ID: AcquireMarketing

This information will be printed on postcards

Please type these fields EXACTLY as they should print on the postcards.

Store Name: Drive Media

Slogan: An Integrated Marketing Solution for Independent Jewelers

Street Address: 3685 Essex Ave.

Street Line 2:

City, State ZIP: Atlanta GA 30337

Store Phone: (771) 937-0735

Website: www.DriveRetail.com

Location Message: *Required: directions to your store, e.g., "In Acme Plaza, next to Jones Porsche".*

This information is used to contact you for billing purposes

Name: Tom Meyers

Phone: (770) 937-0735

Email: tom@driveretail.com

Notes:

DO NOT INCLUDE YOUR CREDIT CARD NUMBER!!!

Presets... Reset OK Cancel