



## **PERSONALIZED MARKETING+™**

### A Personalized Multi-Level Communication System

**PERSONALIZED MARKETING+** consists of several different components that provide extensive marketing capabilities designed to increase lead flow and sale conversion rates, plus reduce marketing expenses and response times. In order to stay competitive with the rapidly changing industry, you need to connect and reach out to your customers via print, web, email and personalized URLs. These customized targeted marketing tools will help you collect more customer data for use in future campaigns and generate more successful follow-ups.

Within the **PERSONALIZED MARKETING +** system, print service providers or marketing agencies can also off-load the time-consuming prepress aspect of short job runs, such as business cards, letterheads, or brochures, by giving your clients the ability to customize these items online. Instead of using your resources on these low-margin jobs, you can now focus more on higher revenue-generating projects. By giving your end users the responsibility to edit and soft-proof their items online, it will eliminate your involvement and liability for content errors. Margins will improve along with client satisfaction.

By tying all of these capabilities into one easy-to-use browser-based application, you can develop more personalized multi-level communication campaigns to help effectively target both current and future customers.

#### Business-to-Business and/or Retail Storefront

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| ▪ <b>VARIABLE DATA</b>                      | The system produces both <i>variable print</i> and <i>variable e-mail</i> , allowing the user complete flexibility in the media used to communicate with each target recipient. The user is able to specify business rules that can take advantage of data contained in the recipient list. This allows personalization of text and images.  |
| ▪ <b>PURLS</b>                              | When the PURL application is purchased, the power of personalized landing pages can be fully integrated with your print and email campaigns. This feature makes it easy to program survey creation and data collection. It automatically produces sophisticated campaign summaries with 3-D graphical analytics. PURLs can also be edited and managed over the Web 24/7, using online tools that let you build complete campaigns quickly and easily. It also has powerful reporting tools to help provide detailed activity reports in real-time. |
| ▪ <b>Mail List Management</b>               | This is a one-stop-shopping solution allowing you to select or upload mailing lists in one session. The system also makes it easy to merge these lists and your in-house lists, dedupe them, and then postal-presort them. "Punch-outs" are variable to work with third party list services like Info USA™ and AccuData™.  |
| ▪ <b>Multi-proof Technology</b>             | This patent-pending technology, allows you to proof every record and easily make changes on the spot that integrates back into your database and updates your marketing piece.   |
| ▪ <b>Adobe InDesign® composition engine</b> | Easily create your communication pieces using adobe's popular design tools and upload the native files directly into our system. This streamlines the workflow and also maintains all of your original design elements all the way through print production.   |