

Digital Publishing **SOLUTIONS**

DIGITAL DOCUMENT SOLUTIONS FOR BUSINESS

NOVEMBER 2008

WEB-TO-PRINT Success Via The Internet

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Adding a Personalized Touch

Marketers grow with a new generation of consumers.

TransPromo documents, personalized URLs, and variably enhanced direct mail pieces are all forms of one-to-one marketing. These applications are primarily sent to the masses via mail. The United States Postal Service (USPS) is stepping up—not unlike print service providers (PSPs)—to become more than a mail carrier to their best customers, but an ally in providing support in terms of discounts, tracking, and research with the implementation of the Intelligent Mail Barcode, as well as several campaigns on sustainability and direct mail marketing.

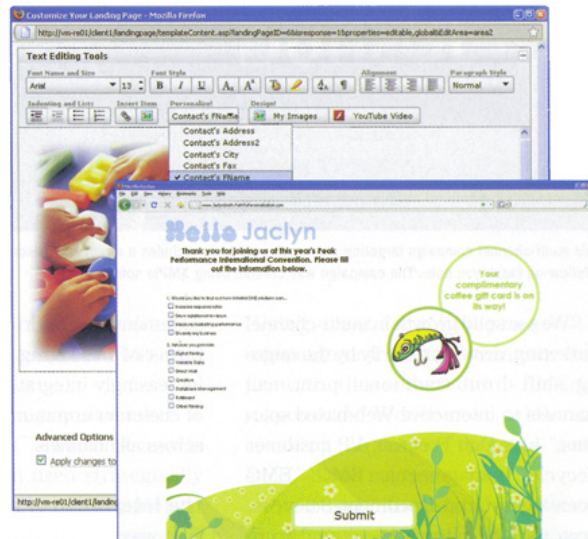
One-to-one marketing means more to consumers, PSPs, and marketers than print. Beyond the printed page, using multiple venues for marketing messages makes sense, whether it is to send a prospect a one, two—and maybe even three—punch, or to reach a customer once in the format they prefer. With the

importance of the Internet and a maturing generation of technology-dependent customers, marketers must be sure they reach their target in the most efficient and responsive manner possible. It means multi-channel marketing, calculating return on investment, enhancing databases, and improving customer relationship management.



TransPromo Communications

The TransPromo phenomenon of mixing transactional data with promotional messages experienced a surge over the last few years and is expected to grow into the future. According to a recent study, *Trans Meets Promo ... Is It More Than Hype?*, InfoTrends places the North American



InterlinkONE offers a one-to-one marketing platform. The rear image illustrates the creation of a pURL, while the front image depicts a working pURL. The image on the left shows a direct mailer leading the recipient to their pURL.

Marketing for TransPromo communications printed in full digital color at 1.7 billion impressions in 2007. This number is projected to reach 12.8 billion by 2012, a compound annual growth rate of 68 percent. In addition, 63 percent of the document owners surveyed stated that they currently add marketing messages to statements, or are planning to within the next 36 months.

TransPromo documents encompass many forms of messaging. By utilizing white space to offer a cleaner, concise, and attractive transactional/marketing hybrid, organizations will generate a higher response. All that considered, the next-generation of savvy customers aren't restricted to print. It requires more than color and presentation to demand attention—it needs to fit a lifestyle as well. As popular as they are, TransPromo documents are only one form of one-to-one marketing. TransPromo statements and other forms of one-to-one printed communications are enhanced when combined with multi-channel campaigns.