

# Grow As You Go With XMPie

## Scalable Solutions for 1:1 Communications

# Campaign Management

SOLUTIONS

		Application Areas				
		VDP	WEB-TO-PRINT	CROSS MEDIA	VIDEO	CAMPAIGN COLLABORATION
Group	Creative Tools	<i>uDirect</i> ® Classic <i>uDirect</i> ® Studio			<i>uDirect</i> ® Video	
	Cloud Services			<i>PersonalEffect</i> ® eMedia Cloud		Circle®
	Turn-Key Systems	<i>PersonalEffect</i> ® Print	<i>PersonalEffect</i> ® StoreFlow™	<i>PersonalEffect</i> ® TransMedia		
		<i>PersonalEffect</i> ® Print Pro	<i>PersonalEffect</i> ® StoreFlow Pro	<i>PersonalEffect</i> ® TransMedia Pro		
	Platforms	Enterprise Print		Enterprise Cross Media		

Individualised, multichannel communications have consistently proven to generate higher returns on marketing investments, but pitching and selling such campaigns to your customers can be challenging. With the right approach, you will not only drive growth and profit for your business, but also improve customer retention and satisfaction.

## Making it Easier to Create, Automate and Manage 1:1 Multichannel Campaigns

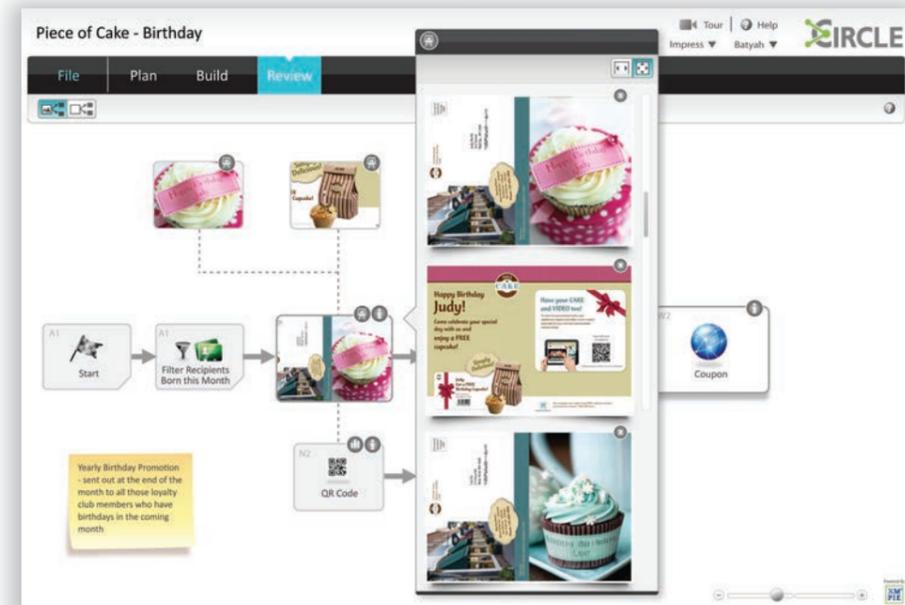
In today's online, information-overloaded world, where customers are constantly exposed to a multitude of marketing messages, personalisation across multiple and preferred media channels can make all the difference. 1:1 Multichannel Campaigns are actually automated digital dialogues between marketers and their audience building relationships between the brand and its customers or the enterprise and its employees. Cross-media marketing can generate new opportunities for service providers to grow their by offering value added services which create meaningful customer experiences across multiple media

channels and touchpoints. Cross-media salesmanship starts with a clear outline of the objectives, components, and processes of the multi-touch campaign, but for some customers to fully embrace these 1:1 projects, you'll need to convincingly convey the campaign strategy and message in simple, visual and understandable terms. And once they're on board, you'll need a way to integrate the workflow so that your development, programming and creative teams are not working in silo units, but rather functioning as one, well-integrated group.

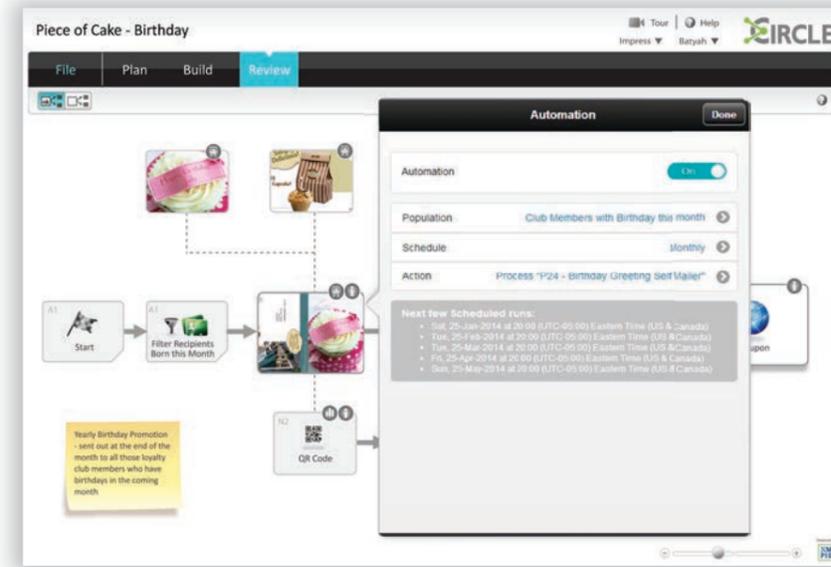
### The Digital Storyboard for Multi-touch, Multi-phase Campaigns

XMPie Circle™ is an interactive, digital storyboard used to help visualise and plan individualised customer communications campaigns. There are many stages in campaign development – from conceptualisation and mock-up, to preview and deployment. With Circle, service providers, agencies and clients sketch, plan, build, automate and review 1:1 multichannel communications campaigns. Using the highly-visual campaign flow diagramming tools and intuitive user interface of Circle, all the potential stakeholders of a marketing campaign can accurately preview the various touch points of any campaign,

and monitor the results as the campaign progresses. An easy-to-use, drag-and-drop application for diagramming multi-touch workflows, Circle has an unlimited canvas on the "cloud" where the campaign's story can be created, commented on, and approved for execution. Adding new elements to the flow is as simple as selecting touchpoint icons, enhancers or actions from a convenient toolbox, and dragging them onto the canvas, to create a professional-style storyboard.



Circle enables the addition of visuals, mockups and comments to the various touch points, helping team members understand the campaign.



### Circle Meets Your Business Needs

- Enables clear visualisation of campaign customer experience
- Removes barriers to selling 1:1 campaigns
- A central point for campaign management
- Gives decision makers control from initial concept to progress monitoring
- Shorten approval cycles by sharing visual content
- Accurately sets customer expectations

### Seamless Integration with XMPie uProduce Personalisation Engine

XMPie Circle is a Web-based, Software as a Service (SaaS) solution that integrates seamlessly with the XMPie uProduce™ engine. Circle supports live, data-driven previews of any touch point by simply selecting an individual recipient name from a pull-down list – resulting in a real-time personalised rendering of the selected content (e.g. print piece, email, PURL, etc.).

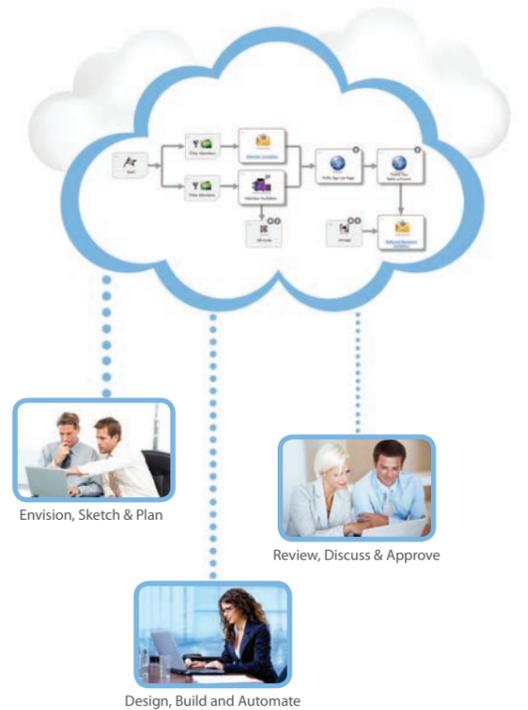
### Campaign Results and Progress Monitoring

Circle enriches the campaign story by capturing the business expectations in various stages of the campaign's evolution. Once a live campaign is launched, marketers can view reports right from the flow diagram, which serves as a window into PersonalEffect® Analytics for progress monitoring, tracking and measurement. With easy-to-read KPI gauges, charting, and refined data update capabilities, it's easy to capture the success metrics and plan for the next phase of the campaign.



## Campaign Automation for Digital Marketing

Circle, together with uProduce, can add advanced automation to campaign execution. Print and email activities can be scheduled for either one time execution or on a recurring basis. In addition, recipients can be selected based on their behaviour and/or individual CRM data attributes. Marketing campaigns that were once hard or impossible to deploy manually can now be implemented with Circle automation. Such examples include: reminder email's sent automatically if a call-to-action has not been acted upon; or Drip campaigns that conditionally deliver relevant content in response to prospect behaviour.



Circle projects can be accessed anytime, anywhere, and like any SaaS solution, there is no need to invest in hardware infrastructure or purchase software.