

QuantumDigital, Inc.  
 Marketing Innovation and Discovery Summit Promotion  
 Best-of-the-Best Programme Winner – Printers' Choice Award  
 Best-of-the-Best Programme Winner – Direct Marketing  
 Success Story



51% response rate makes 1:1  
 cross-media campaign shine  
 and generates new business.

**MICHELE SHUBERT**  
 Get ready to rock revenue growth for QuantumDigital in 2011.

AUSTIN, TX APRIL 19-20, 2011  
**M&DS**  
 MARKETING INNOVATION & DISCOVERY SUMMIT

Featuring presentations by marketing and agency rock stars:  
**KEYNOTE SPEAKERS: DAY 1 - JEFF SLYYSTUN - CCO OF DDB WJORLD**  
**DAY 2 - STEVE MCKEE - PRESIDENT & FOUNDER OF MCKEE WALLWORK**  
 TracyLocke, Merkle Interactive, Integer, SlingShot, Hallmark Cards, Inc., Golfsmith, DMX, And more...

RSVP by March 18th, 2011 for your chance at free hotel accommodations:  
[micheleshubert.qdinnovation.com](http://micheleshubert.qdinnovation.com)

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**QUANTUMdigital** MARKETING INNOVATION & DISCOVERY SUMMIT  
 April 19-20, 2011 | Austin, TX

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Photos from the previous Marketing Innovation & Discovery Summit:



# Best-of-the-Best Programme Winner – Printers' Choice Award

## Best-of-the-Best Programme Winner – Direct Marketing

### Xerox Premier Partners Global Network



#### Marketing Innovation and Discovery Summit Promotion, Direct Marketing

#### QuantumDigital, Inc.

QuantumDigital, Inc., founded in 1986 as Quantum Systems, is dedicated to providing businesses with thought leadership, access to new marketing technologies and a single point of fulfilment to help them find, convert and retain long-term customers. They do this by leveraging the latest direct marketing technologies to deliver high-quality, cost-effective direct mail and print solutions to generate leads and drive success. Their clients include real estate professionals, small businesses and enterprise organisations from an ever-expanding array of industries.

On the web:  
[www.quantumdigital.com](http://www.quantumdigital.com)

#### The challenge

QuantumDigital, Inc., wanted to gain wider recognition for their multi-channel marketing capabilities. To do this, they decided to host a Marketing Innovation and Discovery Summit and invite executive leaders from top agencies and retail brands. This event would not only educate these high-level decision makers about the changing landscape of marketing communications, but it would secure time with each participant to develop business partnerships.

To attract this audience, QuantumDigital launched a highly personalised, cross-media campaign. The creative elements had to be strategic, integrated and flawlessly produced. With the right expertise and a 20-year relationship with Xerox, QuantumDigital was confident it would succeed.

#### The solution

The campaign leveraged the musical heritage of Austin, Texas, and included numerous 1:1 elements, personalised URLs and QR codes. An event teaser went out four months prior to the summit in the form of a greetings card. A few weeks later, a save-the-date desktop calendar followed, supported by pre-invitation emails. The first official event invitation was delivered as an attractive concert poster, inviting recipients to register via PURL or a unique QR code. The second invitation, a personalised booklet, arrived six weeks before the event and also included registration links.

QuantumDigital used MindFireInc software to create the personalised URLs and QR codes and then integrated these elements and other variable data into the layouts using XMPie® PersonalEffect® cross-media software.

To ensure every piece was produced with optimal quality, QuantumDigital worked closely with Xerox to test a variety of attractive substrates. Once complete, files were sent to the Xerox® iGen4® EXP Press with Xerox FreeFlow® Print Server for production. The 660 millimetre sheet capability of the iGen4 EXP Press made it easy and efficient to print the posters and multi-up save-the-date cards.

#### The results

The recipients were blown away by the campaign. QuantumDigital generated an amazing 51% response rate, with 38% responding via the PURL and 26% through the use of the QR code. Together, these fuelled a conversion rate of 33% which maximised summit attendance.

Business results were immediate. Within one week, QuantumDigital brought in \$90,000 of new business and had contracted with several large agencies in the following weeks. As further validation of success, this campaign claimed the most votes from members of the Xerox Premier Partners Global Network, awarding QuantumDigital the 2011 Printers' Choice Award.

