

## Cultivate deeper loyalty and boost business with personalised magazine content.

### TRANSFORM PUBLICATIONS

Magazines can be cost-effectively personalised with production inkjet printing in a multitude of ways.

Whether you customise only a few components or produce a completely personalised piece with articles, images, and text determined by the recipient's data, publications that use personalised print content see higher success than generic publications.

### NEW OPPORTUNITIES TO ENGAGE

Dataline Solutions is a market-leading software company in Belgium specialising in automation software.

Historically, Dataline sent potential customers a one-size-fits-all magazine filled with industry content designed to generate leads. While experiencing some success, Dataline recognised they had an opportunity to do more.

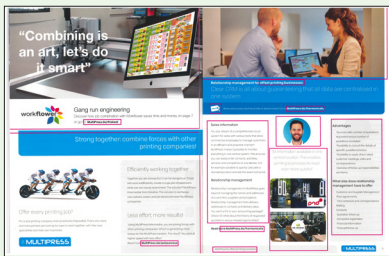
### IT'S ALL ABOUT THE DATA

Dataline was sitting on an extensive database of customer information including job titles, locations, and interests.

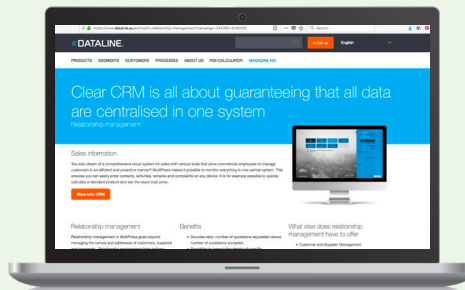
They partnered with Xerox and Vprint, their inkjet print provider, to transform this data into a personalised, multi-channel direct marketing campaign. Now, Dataline intelligently engages customers with targeted content via print, email, and web, which has amplified their results.

## Intelligent personalisation yielded **4x website hits + 3x page views per visitor**

Dataline plans, visualises, produces, and delivers multichannel campaigns that drive more purchase activity online.



30,300 hyper-personalised magazines with custom messaging and PURLs.



Personalised website with purchase offers and exclusive thought leadership content.



Data collected during each interaction fuels future customisation.

Xerox solutions drive this fully integrated campaign from development, to management, to production:

### Personalise high volume print in offset-like quality.

The speed, output quality, and expanded media range of the Trivor® 2400 with High Fusion Ink made this high volume personalisation possible. Magazines were produced on 115 gsm Sappi Royal Roto silk paper at 600x600 dpi with a print speed of 76 meters per minute yielding 2500 magazines per hour.

### Engage in multiple channels.

XMPie® gives you the tools and technology you need to create and manage personalised cross media campaigns that span print, email, and web – capturing customers' attention and driving results across multiple channels.

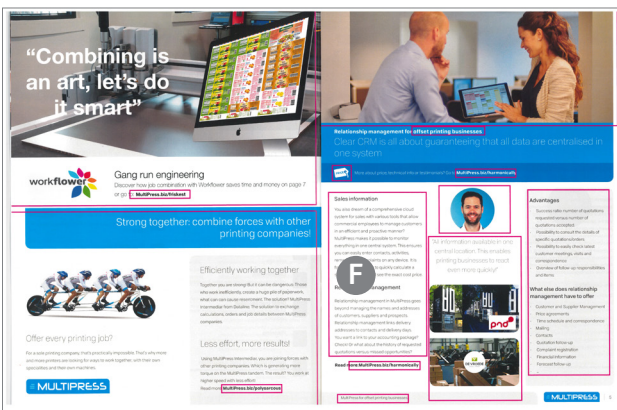
# Transform results with hyper-personalisation.

Dataline's magazines are highly personalised in multiple places. Working from existing data, magazine content is customised per recipient to ensure each publication is as individually relevant as possible, including:

- A Business segment
- B Personalisation by name
- C Message change to reflect role in company + language
- D Imagery based on segment
- E Product to buy based on segment
- F Article content tailored to segment

“If a reader lives in Paris, we show stories from Paris, not Amsterdam. Or if she's the CFO, on the cover she'll read information important for a CFO.”

Dirk Deroo, CEO, Dataline



Relevant, personalised images and text were used on covers and intermixed with static content on inside pages. Physical and digital versions were created with unique PURLs to measure engagement with the brand.

Contact your sales representative for more information or visit [xerox.com/trivor](http://xerox.com/trivor).