

Effectively Communicate One-to-One with Xerox® Campaigns on Demand Services

In this customer-centric era, personalized interactions are key. But executing cross-channel campaigns consistently and effectively can cost money and time. Both of which are limited, right?



On top of that, managing multiple marketing service providers takes time and energy. And results for your marketing spend can be hard to track. You need a way to make treating your customers as individuals easy across the entire customer journey.

WE CREATED XEROX® CAMPAIGNS ON DEMAND TO HELP YOU DELIVER PERSONALIZED CAMPAIGNS WITH SHORTER TURNAROUND CYCLES.

Xerox® Campaigns on Demand Services is designed to make it easy to create marketing campaigns that give customers reasons to come back time and time again. It's also designed to be streamlined, efficient and scalable to any size audience.

- Deliver personalized and variable content in your customer's preferred formats and channels (both physical and digital)

- Visualize and plan your campaign with XMPie® Circle, an interactive digital storyboard
- Advanced automation allows customers to trigger relevant engagement at touchpoints throughout the customer journey
- Xerox Communication Advisors are available to guide you through the entire process
- Easy-to-use campaign tracking and reporting makes insights actionable
- The management of all campaign data is secure and GDPR-compliant, handled exclusively by vetted Xerox staff
- Full analytics, tracking and reporting gives you line of sight into costs and effectiveness of campaigns for ongoing optimization

HERE ARE SOME OF THE RESULTS WE'VE HELPED OUR CLIENTS ACHIEVE:



114% increase in customer referrals



54% campaign web conversion rate compared to 4% industry average



11% increase in donors in response to cross-channel campaign



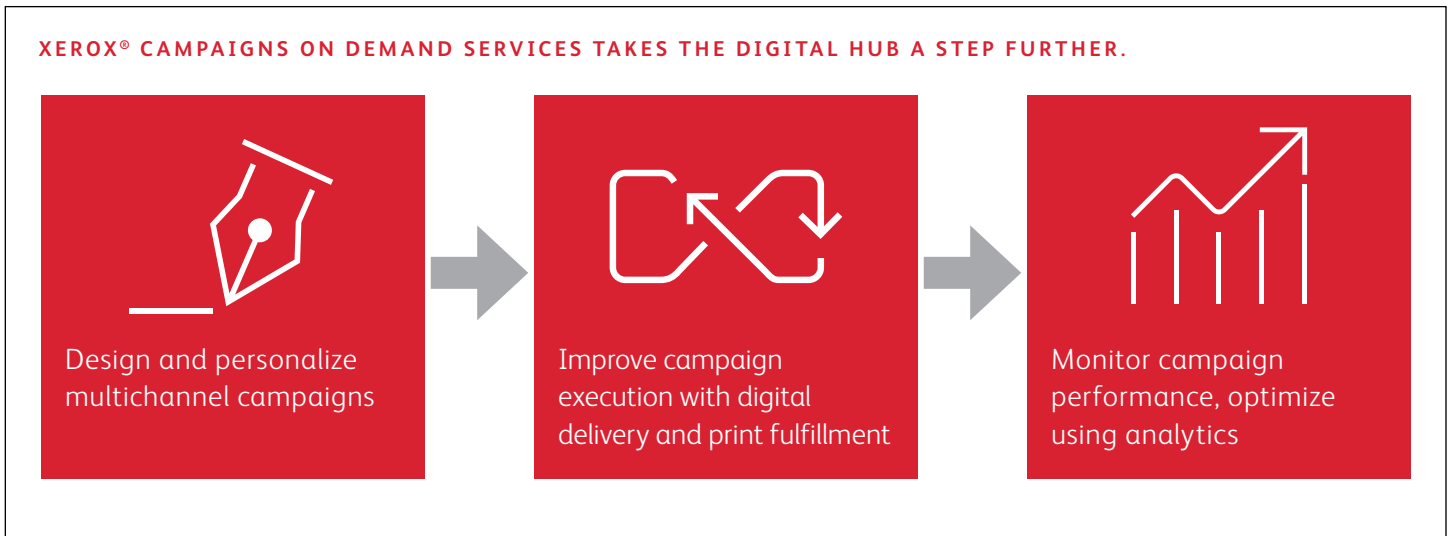
2-week turnarounds for referral voucher delivery, down from 3 months

Make working with us work for you.

Our approach starts with collaboration. Let our team of experts identify key workflow stakeholders and process performance indicators. As your partner, we can discover any gaps, as well as opportunities, for the campaigns you create. Lastly, we can streamline work processes and establish financial scenarios to launch your next project with.

YOU NEED ECONOMIES OF SCALE.

In creating Xerox® Campaigns on Demand Services, we focused on the big picture as well as the details. We identified ways to help you exceed your customers' expectations by creating personalized experiences while streamlining processes, driving down costs, improving quality and security and elevating your brand.



SCALABLE, TURNKEY, TARGETED CAMPAIGNS AT YOUR FINGERTIPS.

Xerox Communications Advisors will work with your team to make every campaign the best it can be, with every opportunity taken, and every capability at hand. With services that go beyond the expected, prepare yourself for never-before-seen results.

- Preconfigured, templated cross-channel campaigns with materials that can be used as-is or customized

- Automation of customer data for target segmentation
- Scale communications globally, regionally and locally
- Speed up campaign development, planning and time to market
- Faster, stronger, measurable ROI

ROBUST, MULTICHANNEL CAMPAIGNS.

Integrate multiple formats and channels into mobile, web, email and print campaigns that deliver the engaging, personalized interactions customers expect. Get results by combining direct mail, customized emails, QR codes and more in the same campaign.

Our business is helping you improve your business.

Let us put our marketing and technology experience and expertise to work creating effective and efficient campaigns that turn customers into loyalists.

Learn more at xerox.com/CampaignsOnDemand.