

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 you time and money. 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 ENGAGE WITH CUSTOMERS WHEN THEY NEED TO AND HOW THEY NEED TO.

Xerox® Campaigns on Demand Services is designed to make it easy to create personalized marketing materials 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 content in your customers' preferred 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
- Easy-to-use campaign analytics and reporting give you line of sight to the cost and effectiveness of campaigns and support ongoing optimization
- Xerox Communication Advisors are available to guide you through the entire process
- Secure, GDPR-compliant management of all campaign data, handled exclusively by vetted Xerox staff

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



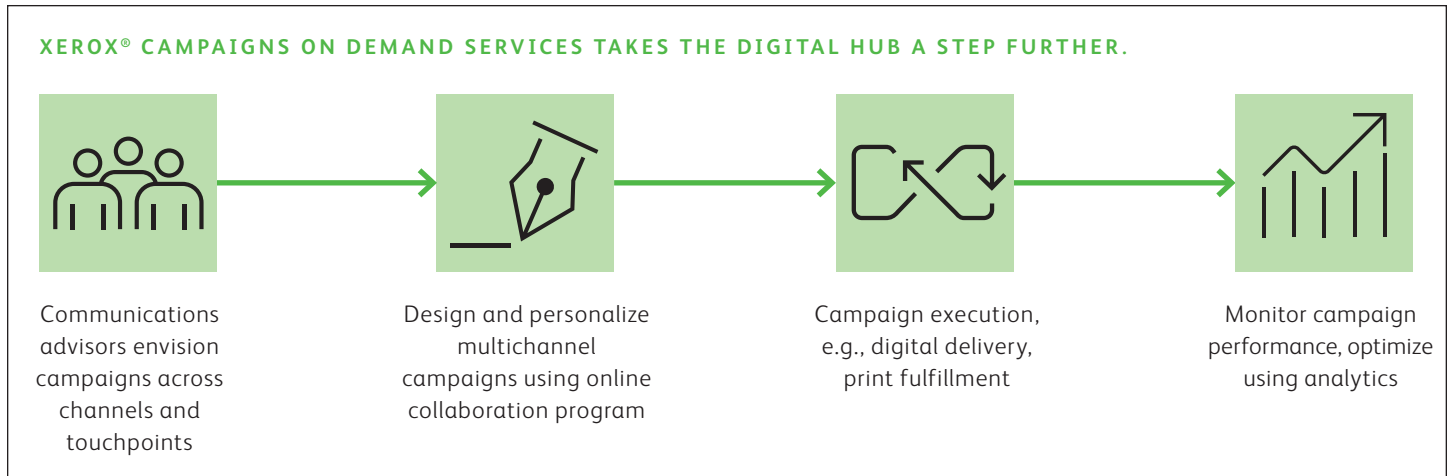
2-week turnarounds for referral voucher delivery, down from 3 months

Your customers need you to see them as individuals.

Personalized interactions build trust and confidence, which go a long way in forging strong relationships. But providing personalized interactions across channels, regions and the entire customer journey can be challenging.

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

- 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

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.