

Cross media campaigns made easy

DirectSmile
Cross Media Suite
Multi-Channel
Communications

you can

Combine web, e-mail, print and mobile media to build fully personalized and automated campaigns with real-time analytics.



Cross Media Fast Facts

In recent research*, joining up campaigns across channels was the highest ranked priority for marketers. Yet, less than one in five organisations currently claim to achieve high levels of campaign integration, and only 10% consistently measure the impact of different communication channels in a campaign.

InfoTrends research shows that the effectiveness of campaigns is increased when multiple communication channels are used. For instance, a campaign that incorporates print, email, web and mobile could be expected to have a response rate 34% higher than print only campaigns because they more actively engage customers.

In a survey of print buyers in 2012, responses showed that 94% of cross-media campaigns currently feature print as an integral element, and that print accounts on average for 48% of the budget for multi-channel campaigns.

DirectSmile enables this print to be targeted, personalised and to interact with social and mobile web-based content, creating many new and exciting market opportunities for print providers that can be converted into profitable revenue streams.

* Source: Unlock the value of creative (The Chartered Institute of Marketing, 2012)

Key Print Buyer Benefits:

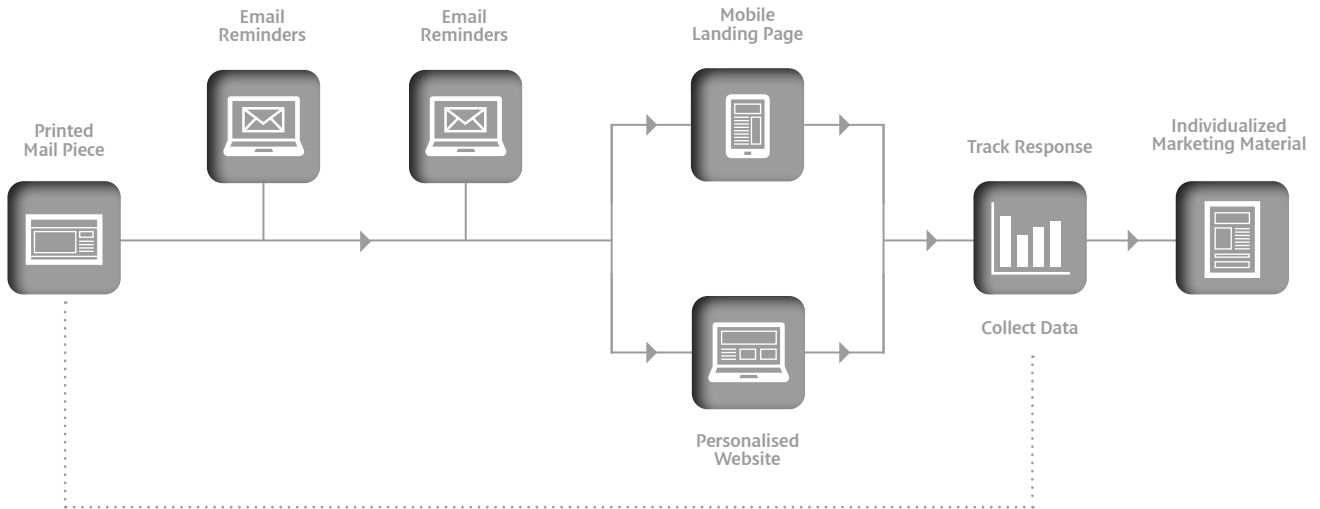
- Consistency of message across channels
- Higher response rates
- Campaign automation
- Measurable ROI

Key Print Provider Benefits:

- Build loyalty with campaign management
- Differentiate with new added value services
- No programming skills required
- Little design experience needed

Canon

DirectSmile Cross Media Suite - Process Overview



Key Applications

Create personalised website and emails - with one browser-based tool that enables you to build professional designs quickly and efficiently with no programming expertise.

Design printed mail pieces - using an integrated layout and variable data function, that enables variable and static images, text, QR codes, PURLs and Mobile Print Recognition to be embedded within the print. Imposition and colour management can be automated for PDF attachment to e-mails or export as a print ready file.

Automate campaigns - by creating a series of activities linked to database filters, configurable rules and dependencies. Define triggers that by default start a process, for example, that send an e-mail whenever a new record is added to your database. Marketing analytics - measure the success of your campaigns in detail and use the results yourself or share with customers to optimise subsequent marketing activities. The campaign dashboard (now available as an iPhone App) allows customers to watch their campaigns working in real-time, and access individually tailored reports to show all key metrics required.

Mini-CRM system capabilities - DirectSmile Cross Media includes a simple Mini-CRM App which also runs on mobile devices, enabling clients' sales people to send lead-specific messages electronically to prospects or order personalised printed collaterals. Offering this tool as a service provider can help to differentiate and increase loyalty.

Viral marketing and merchandising

DirectSmile enables you to build innovative brand merchandising applications, combining image personalisation with interactive brand websites and web to print workflows.

Event marketing and booking - for trade shows, seminars or in-house exhibitions, DirectSmile can be used to manage and automate the whole process - designing and sending invitations, tracking attendance via smartphones (using QR codes or Mobile Print Recognition) and capturing delegate interests to deliver personalised printed and digital marketing collaterals.

Photo applications - DirectSmile offers integrated picture-in-picture personalisation and photo upload capabilities. It can also be used with Taopix Portfolio photo book software and Mobile Print Recognition to enhance the value of photo print products by enabling users to interact with them on-line.

Getting Started

DirectSmile VDP Studio enables print providers and agencies to create customised printed materials including personalized images from standard or bespoke image sets, based on document layouts created using InDesign.

Multi-channel functionality can be added by upgrading to DirectSmile Cross Media Suite which offers full web, SMS, e-mail and mobile communication capabilities, in addition to personalised and static print output.

Key features:

- Automated creation of PURLs
- Campaign dashboard
- Real-time response tracking
- Google Analytics
- Mobile optimisation
- Data import / export to CRM
- Social media integration
- Time controlled campaigns
- Variable and static PDF e-mail attachments
- Support for QR codes and Mobile Print Recognition

