

Multichannel

Cross-Media Communications

SOLUTIONS



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With the explosion of new communication channels in today's fast-paced, digital environment, the good old-fashioned, friendly and personal customer relationships people used to have are now a real challenge to forge and develop. But with XMPie®, it's possible and even practical to engage in ongoing, individualized communications with each of your customers, across multiple media channels.

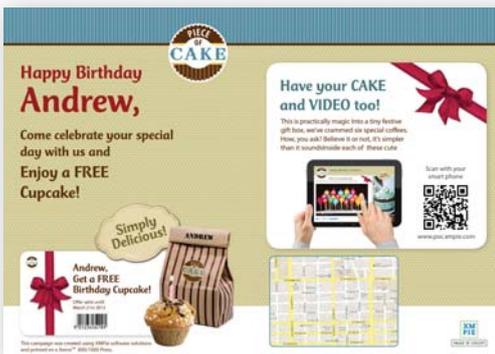
Delivering Engaging and Effective Individualized Multichannel Communications

Exceptional Creative Capabilities

With XMPie, designers leverage Adobe® Creative Suite® design tools to author engaging print, Web, email and video creations. Develop exceptional and disruptive cross-media campaigns by including any combination of variable data print, personalized websites, image personalization, dynamic mapping, QR codes and more.

Dynamic Print

1



1 Dynamic Print

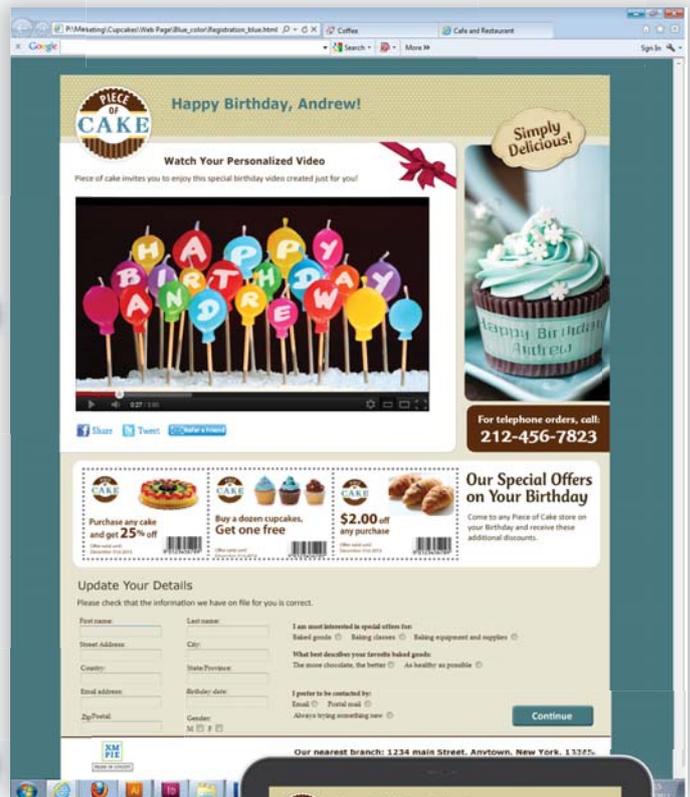
Variable Data Print (VDP) is the production of printed pieces with variable information, including text, images, and/or graphics, tailored to each recipient. Oftentimes, in a cross-media campaign, the print piece contains a unique link to a personal microsite or personalized URL (PURL). Use XMPie uDirect® for creating and generating VDP at the desktop, or the XMPie Personaleffect® server solutions for a fully integrated print and digital media solution.

2 Personalized Websites

A PURL is a unique Web address and includes a unique identifier as part of the URL link for each individual. Using either XMPie's licensed Personaleffect systems or the Hosted Personaleffect eMedia Cloud create PURLs that lead to personalized landing pages, which hold content specific to each individual. Information obtained through the Web interaction can be used to instantly update the recipient's data and be reflected in the next printed or online communication.

Personalized Website

2



Email

3



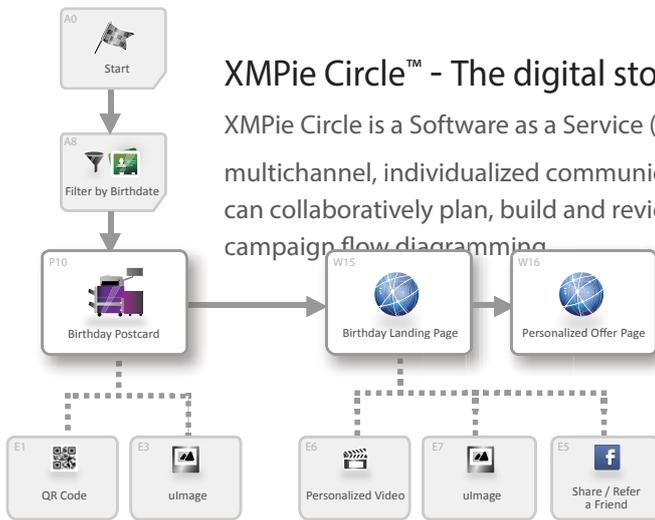
4



Mobile

3 Email

Email marketing is a cost-effective and immediate response-driven communications method. Using the built-in XMPie email functionality or the XMPie e-Mail Service®, combine email with other personalized print or online media to maximize the marketing effectiveness. Include a PURL website as a means to provide or gather additional information.



XMPie Circle™ - The digital storyboard for your 1:1 multichannel campaigns

XMPie Circle is a Software as a Service (SaaS) solution for planning, collaborating and monitoring multichannel, individualized communications campaigns. With Circle, marketing teams, agencies and clients can collaboratively plan, build and review XMPie 1:1 cross-media campaigns. Using the highly-visual tools and intuitive user interface of Circle, all the stakeholders of a marketing campaign can now accurately preview the various touch points of a campaign for a given recipient member.



4 Mobile Marketing

With XMPie, SMS triggers can be programmed for sending automatic messages, such as personalized SMS 'thank you' and confirmation notices. Mobile marketing can also include mobile-friendly websites driven from QR codes, and can be a very effective, response-generating component in an integrated cross-media campaign.

5 Image Personalization

Image personalization with XMPie ulmage® and Adobe Photoshop® and Illustrator® enhances the communication and is a unique way to grab attention within a print, email, or Web landing page. Any variable data content can be used to personalize an image, such as names, dates, locations, times and even other pictures.

6 Video Personalization

The incorporation of personalized video is a natural extension of cross-media marketing. Personalized video, achieved with Adobe After Effects® and XMPie uDirect Video, can enhance a message with maximum sizzle and impact on both mobile and traditional devices.

7 Refer-a-Friend or Social Media Share

Turn your campaign into an extension of your sales force and make it viral. The refer-a-friend and social media share features automatically enable those referred by the original customers to experience the same campaign, while rewarding the original customer for the referral. XMPie's Refer-a-Friend and Social Media Share features allow for a built-in, on-demand notification to the friend and the referrer.

8 QR Codes

One effective tool for connecting print and online campaign components is a quick response (QR) code. A QR code is a two-dimensional barcode that smartphone users can scan using QR code reading software (typically free of charge), and be automatically linked to static or personalized websites, pictures, videos, product reviews, social media sites and more. Consistency between the QR code and its personal context is ensured with XMPie since the software automatically encodes and images a QR code from the same data source.

9 Dynamic Mapping

Dynamic Maps can lead customers directly to the point of sale where the shortest or fastest route from the customer to the vendor can be easily visualized. XMPie Mapping Service (XMAP), generates high-quality, high resolution, personalized maps into XMPie 1:1 cross-media applications.

Relevant Campaigns for Stronger Results

Executing cycles of outbound and inbound communications will help you collect invaluable voice-of-customer response information, which can be used to revise subsequent communications. Use what you have learned about the recipients to deliver more relevant communications, strengthen customer relationships, and drive more growth and revenue for your business. With XMPie PersonalEffect Analytics, measure and chart customer responses and results from all angles. Analyze success through Key Performance Indicators (KPIs) and adjust the marketing strategy as needed.



XMPie Makes it Work!

Through XMPie's Automatic Dynamic Object Replacement (ADOR®) technology and PersonalEffect architecture, the modular integration of the data, design and logic of a multichannel campaign automates the collection and tracking of data across all media, for all recipients. XMPie technology assures that the data acquired through customer dialogue is kept in sync at all times, across all the touch points in a cross-media campaign.



Grow As You Go With XMPie

Scalable Solutions for 1:1 Communications

		Application Areas				
		VDP	WEB-TO-PRINT	CROSS MEDIA	VIDEO	CAMPAIGN COLLABORATION
Group	Creative Tools	uDirect [®] Classic uDirect [®] Studio			uDirect [®] Video	
	Cloud Services			PersonalEffect [™] eMedia Cloud		Circle [™]
	Turn-Key Systems	PersonalEffect [™] Print	PersonalEffect [™] StoreFlow [™]	PersonalEffect [™] TransMedia		
		PersonalEffect [™] Print Pro	PersonalEffect [™] StoreFlow Pro	PersonalEffect [™] TransMedia Pro		
	Platforms	Enterprise Print	↔	Enterprise Cross Media		



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