# Personalised customer communication and marketing solutions

EFI™ MarketDirect can help you increase customer loyalty, adoption and satisfaction as well as helping you acquire new customers, and drive powerful campaigns with easy to build, personalised communication tools. With an integrated platform designed to create and manage all your personalised assets and communications MarketDirect gives you the power to have real time 1:1 conversations with your customers.

MarketDirect is designed to provide you with a powerful set of tools to help automate and personalise your customer engagement. By integrating all aspects of print, email, web, mobile and social channels— MarketDirect provides a singular platform to both engage existing customers and drive outreach and demand generation to new customers.

# An intuitive, powerful and fast campaign setup

Managing personalised communications today is challenging. From the creative assets, to the campaign flow, layout and design to connecting the data, too often campaign setup is complex and requires repetitive work for each and every program. With Cross Media—creating and personalising your campaigns and communications is easy, campaign assets can be repurposed for rapid setup, and you won't need a computer science degree to get started.

### 1. Get started quickly with the Campaign Wizard

The Campaign Wizard gets you up and running with some of the most common campaigns—fast. Answer a few simple questions and Cross Media will build out the campaign elements you need instantly.

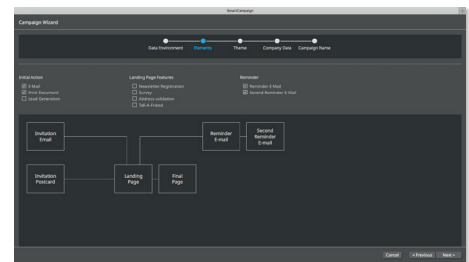### 2. Customise and modify your layouts and creative in one place!

With the Cross Media designer, you can quickly and easily create your landing pages, emails and VDP documents. All in one easy to use HTML tool—no need to use different solutions for different channels.

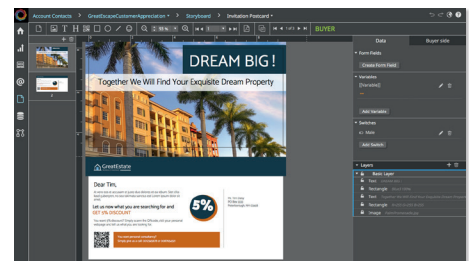### 3. Use intelligent themes for fast brand control

With Cross Media's intelligent themes—you can quickly apply branding and design elements to your campaign creative, saving time and making easy to ensure your or your clients brand is represented accurately across all communications.

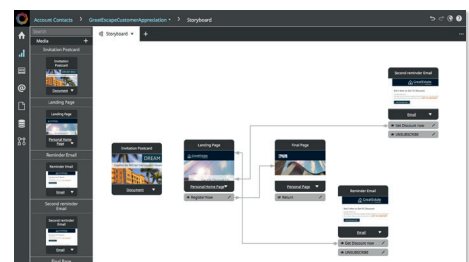### 4. Visualise your Campaign flow with the Storyboard Editor

Cross Media's storyboard is both simple and powerful. Providing a visual overview of the campaign elements and flow the storyboard enables you to quickly understand all the campaign components and how they are connected.



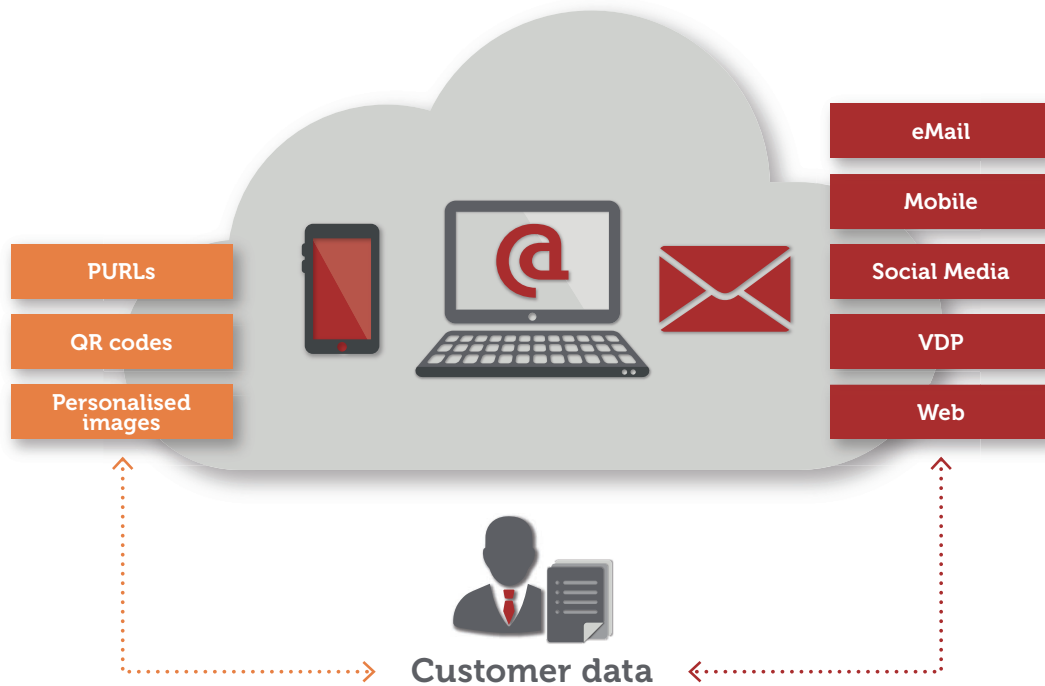**The new Cross Media Wizard gets you started quickly and easily**



**Design your eMail, VDP and Landing Pages in one simple to use Tool**



**The new Storyboard Editor provides a campaign overview**

# Simply designed

Create powerful personalised communications easily, with intuitive tools that don't require HTML or coding experience!



| PURLs | | eMail |
| QR codes | | Mobile |
| Personalised images | | Social Media |
| | | VDP |
| | | Web |

**Customer data**

## One platform to manage your data, your communications, your websites and your campaigns.

Strategic communications can make or break your business. Whether it's proactively reaching out and informing existing customers about events, new products, changes to their services or prospecting for new customers the opportunity is the same— personalisation drives better engagement. Imagine having one platform to drive all communication, making it simpler than ever to get personal with your customers.

EFI MarketDirect is the first integrated platform to enable companies to quickly and easily build and distribute personalised communications across multiple channels. MarketDirect is designed to enable your Marketing and Communication teams to leverage customer data and automate their programs to improve engagement and generate better results with inbound and outbound customer communications and marketing programs.

"We wanted to focus on data-driven personalisation, flexibility, and measurability for marketers. After extensive research we chose EFI MarketDirect."

LUCY SWANSTON, MANAGING DIRECTOR
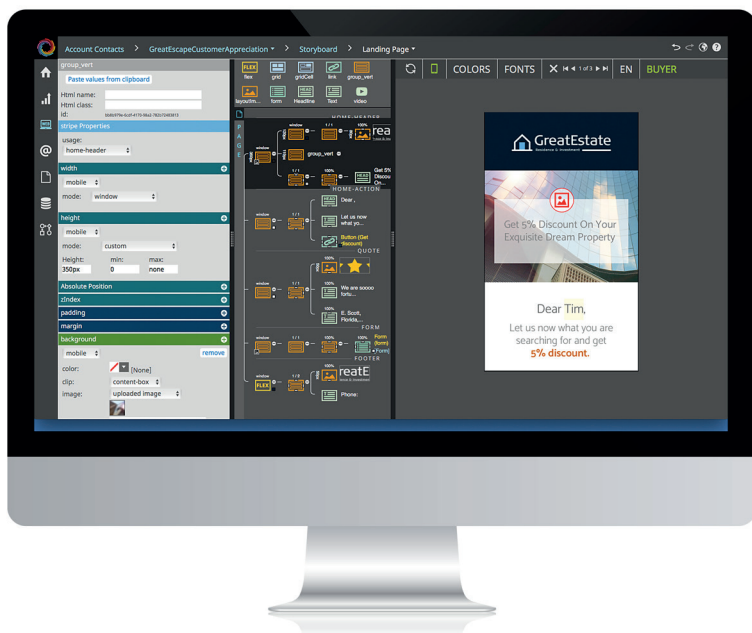NUTSHELL CREATIVE

# Data driven marketing

Today, marketing begins and ends with data. But what good is it if it's too complex to use in your outbound communications? MarketDirect makes it simple to build powerful marketing campaigns around your customer data.

Designing and building campaigns shouldn't require a PhD—but for many solutions it does. Many small to medium businesses have the same marketing needs as larger ones, but don't have the resources to invest in complex and costly enterprise marketing solutions.

MarketDirect enables your content owners, and creative teams to build their campaigns quickly and easily—regardless of whether it's an email, website, printed postcard or mobile message. Marketers can use pURLs or QRcodes to enable personalised print and landing pages to capture responses in real time and view the results on a dashboard



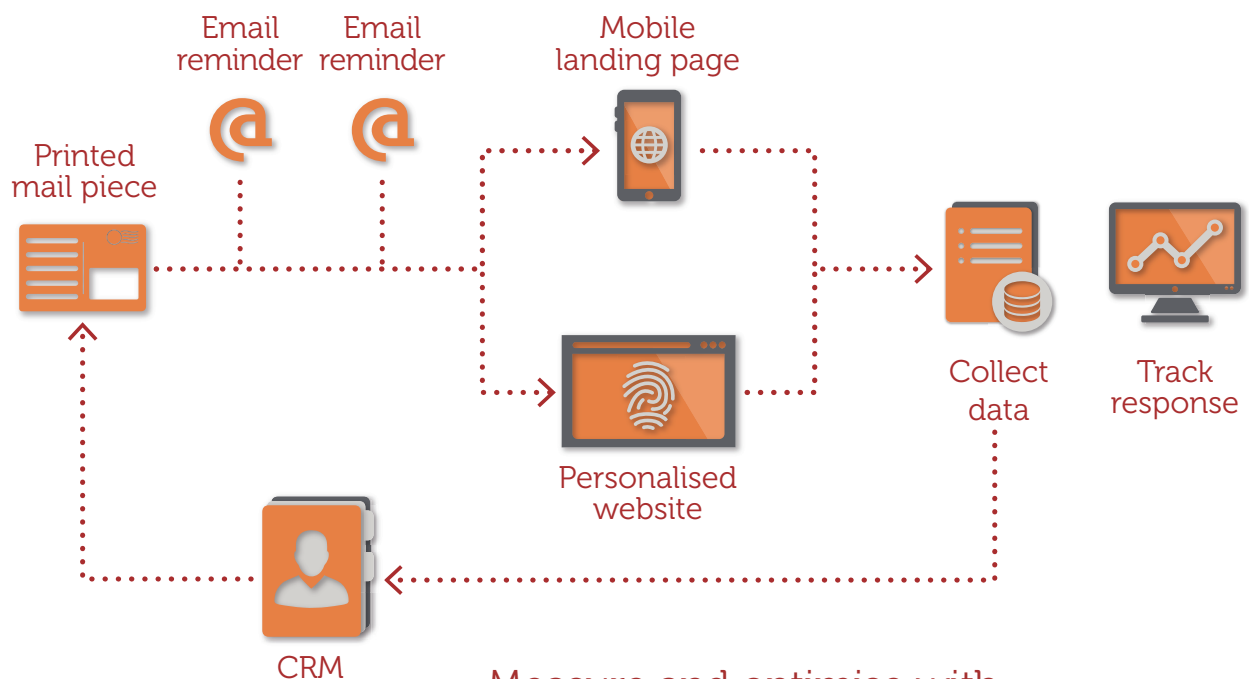**The SmartCampaign Form Designer**



## *Easy design*

- Websites and personal URLs
- Mobile sites, QR codes and SMS
- Variable Print documents
- Personalised direct mail and emails
- Interactive customer surveys
- Marketing apps and Facebook® apps

## *Easy automation*

- Manage print as easy as emails
- Synchronise campaigns with your CRM
- Boost response rates and engagement with personalised images
- Send automatic reminders
- Trigger follow-up activities
- Track and analyse all results

Email
reminder

Email
reminder

Mobile
landing page

Printed
mail piece

Personalised
website

Collect
data

Track
response

CRM

## Measure and optimise with real-time analytics

Personalised websites and e-mails offer a unique advantage: they allow you to track exactly how your customers are reacting to your messaging and communications.

With the ability to measure, you can make more informed decisions about your business and your communication plans.

MarketDirect provides live response tracking with customisable campaign dashboards that can be individually designed and customised for your requirements.

## Applications

- **Direct marketing:** print mailings, email campaigns, PURLs, SMS

- **Web:** corporate websites, microsites, mobile web pages

- **Customer loyalty:** newsletters, feedback, surveys, greetings

- **Sales support:** lead management, automated sales processes

- **Market analysis:** response tracking, segmentation, user behaviour

- **Event marketing:** invitation campaigns, user management

# EFI MarketDirect VDP

## Grab their attention through personalisation using MarketDirect VDP

Direct Mail continues to offer the highest returns on marketing spend, and with MarketDirect you can ensure your communication and marketing plans incorporate the latest in personalised elements for print.

With EFI MarketDirect VDP Desktop you can include personalised images and personalised text in your communication and marketing documents. Using your favourite layout applications such as Adobe® InDesign to quickly import your designs to MarketDirect. Then add your personalised graphics, connect to your data and create your rules to drive the logic—it's powerful and simple!

- Adobe InDesign-based document creation including support of InDesign layers

- Link any layout element or layer to your database. Set up rules for text, design and image personalisation

- Print on all digital presses with multiple output formats including PDF, PPML, JLYT

- Imposition tool for optimised sheet utilisation

- Creates and supports barcodes and QR codes

- Automated database-driven creation of personalised images

**100 % variable documents**

**Vary text, product photos, colour schemes, font styles, addresses, customer codes or entire layouts.**

"EFI has been a fabulous partner for us as we have gone down the path of workflow optimisation. Thanks to EFI and our talented team, we are well positioned to maintain our competitive advantage."

NIGEL WORME, CEO AND MANAGING DIRECTOR
COT HOLDINGS

# EFI MarketDirect VDP Enterprise

## Backend technology serving the top print portals every day

EFI MarketDirect VDP Enterprise is the scalable high-performance server backend for personalised image and document generation that drives many leading web-to-print and e-commerce portals around the world today.

With easy-to-implement APIs and a powerful production workflow enabling direct connectivity to digital presses, print service providers can build and customise incredible personalisation solutions for their web stores.

Using MarketDirect's powerful composition engines, customers can quickly generate personalised assets and preview them instantly—improving sell through and reducing mistakes and errors.

- **Easy-to-implement web APIs**
  With an API so simple, your developers will love it. MarketDirect offers you the choice of either using a simple URL interface or a more comprehensive Soap API.

- **Powerful production workflow**
  Our Digiprint Workflow connects to any digital press. Thanks to a broad variety of supported formats and sophisticated image handling, production will always run at full speed.

- **Flexible product previews**
  Create and integrate high-speed live product previews on your eCommerce websites.

- **Scale your solution to your needs**
  Start now and grow your system as your business requires. Our server solutions are fully scalable. This means you can easily add more image-generating power whenever you need more speed and volume.

## EFI fuels success.

We develop breakthrough technologies for the manufacturing of signage, packaging, textiles, ceramic tiles, and personalised documents, with a wide range of printers, inks, digital front ends, and a comprehensive business and production workflow suite that transforms and streamlines the entire production process, increasing your competitiveness and boosting productivity. Visit www.efi.com or call 0808 101 3484  (UK only) or +44 (0)1246 298000 for more information.

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