



Advance Your Reputation with Multi-Channel Marketing

Getting your message through to your target audience has never been more challenging. Today's marketers need to get the most from every possible customer touch point, including Web, mobile phones, email, direct mail and traditional mass media. At Standard Register, we understand your need to integrate these channels to attract, retain and grow your customer base through powerful, cost-effective tools that deliver targeted, personalized communications. Our **Digital Direct Marketing Solutions** aid you in creating leads, growing revenue and building customer insight. Not only will you improve your results, but you will see immediate, detailed response data, enabling you to quickly adjust your message or offer, improving your return on investment.

Our solutions team will work with you to help you identify the best approach for your business, combining our industry-leading technology, professional services and extensive supply chain to:

- Provide **targeted, effective** messaging to customers
- Ensure **accuracy and quality** in messaging while focusing on regulatory compliance
- **Streamline operations** while lowering overall print/mail costs
- **Integrate e-delivery** to communicate with your customers in any way they prefer
- Ensure the **security** of hosting and storing of confidential customer information



HOW YOU'LL BENEFIT

- Create and test cross media campaigns
- Measure response rates and build market intelligence
- Rapidly deploy new campaigns

Multi-Channel Campaign Management

Our Digital Direct Marketing Solutions provide marketers with the ability to execute cross-media campaigns directly targeted at the end prospect or customer. We let you set up campaigns with a cadence that includes direct mail, email and other delivery, while incorporating key interactive technologies such as QR (Quick Response) Codes, pURLs (Personalized URLs) and more.

We will accomplish this by offering multi-channel, multi-wave ad hoc campaign delivery services to help you achieve customer acquisition goals in a better way, by helping you:

- *Connect directly with your potential customers via their preferred method*
- *Leverage new digital technologies to stay relevant with your potential customers' behaviors*
- *Personalize and customize your communications*
- *Report on behaviors, responses and campaign performances*
- *Integrate with CRM applications*
- *Establish and manage all of the elements involved in an effective campaign delivery strategy for you*
- *Be flexible and fast*

Accuracy, Quality and Compliance

Our team of professionals and software tools help ensure your content is relevant and consistent across all channels while minimizing the potential for errors — all of which means better outcomes for your business. As privacy, security and regulations become more and more prevalent in today's world, the need to have solutions that reduce the risk of non-compliance increases. Whether you'd like us to manage the data securely, perform quality assurance checks or validate design and messaging, our team can help you on an ongoing basis.

Professional Services

Our composition and design services produce dynamic, personalized, visually impactful documents that can be presented via print, the Web, email and more. You can turn ordinary traditional items into highly interactive and efficient customer service, communication and retention tools ... tools that not only mean more to your customer, but maintain the integrity of your brand and ensure a consistent image throughout the market.

BUILD

EASILY SETUP CAMPAIGNS ACROSS CHANNELS, SOURCE, AND RESPONSE TYPES

- Construct campaigns
- Create landing pages
- Set up emails
- Upload lists

EXECUTE

DELIVER MATERIALS TO RECIPIENTS AND AUTOMATE THE FOLLOW-UP ACTIVITIES

- Send out mailers
- Send out emails
- Personalized URLs
- Launch banner ads
- Marketing portals for sales reps

MEASURE

VIEW THE SUCCESS OF YOUR CAMPAIGN IN REAL TIME

- Dashboards
- Emails
- Landing page activity
- Who answered what
- ROI

REVISE

LEARN WHAT WORKED IN PREVIOUS CAMPAIGNS AND THEN MAKE ADJUSTMENTS

- Make real time adjustments
- Segment contact list
- Deliver personalized materials



Physical and Digital Security

When outsourcing critical customer communications, you need assurance that your information is safe. Standard Register employs layered security protections and protocols you expect from a trusted partner handling and storing your confidential data, while ensuring your information is available, reliable and fundamentally secure every hour of every day. With our years of expertise and as a document security leader, Standard Register follows effective internal controls, the highest security standards and the tightest quality procedures for data protection in motion and at rest.



We protect your customer communications by:

- *Securing data through SAS 70 Type II* (Statement on Auditing Standards) certification, the industry-standard audit*
- *Equipping facilities with inventory access controls, restricted production areas and 24/7 surveillance of the entire facility*
- *Supporting your needs for business continuity with total redundancy throughout our nationwide network of production facilities and a documented business continuity plan*

Efficient Print and Mail Capabilities

You don't need dedicated resources or expensive equipment to fulfill your transactional print and direct mail needs. With our national network of best-in-class 24/5 SAS 70* compliant print and mail fulfillment centers, we provide the security, automation and processes required to get your message delivered, no matter what part of the country your customer is located in. Not only do our duplex printing capabilities save paper and reduce postage, but as mailing costs skyrocket, our USPS experts help identify postage savings and decrease UAA and return mail. The result? Shortened mail delivery and processing times with reduced associated expenses.



By reaching your customers through digital direct marketing and direct mail, Standard Register will help your company find and execute the most successful marketing solution.

Contact Standard Register today to get started.

*Transitioning to SSAE 16 by 2012

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