



BOOST YOUR PROFITS WITH CROSS MEDIA PERSONALIZATION

WITH JUST ONE CUSTOMER, PRINT SERVICE PROVIDERS CAN REALIZE PROFIT MARGINS OF UP TO 60% OR MORE WITH PERSONALIZED CROSS MEDIA CAMPAIGNS. JUST ONE EMAIL CAMPAIGN WITH A LANDING PAGE CAN GENERATE BUSINESS WITH GREAT MARGINS. PROFIT MARGINS GROW INCREMENTALLY WITH EVERY SUBSEQUENT WAVE OF THE SAME CAMPAIGN.

LEAD GENERATION CAMPAIGN TARGET LIST = 5,000

USING DATA FROM IMPORTED LISTS OR DATA DIRECTLY CONNECTED TO A CRM SYSTEM, PERSONALIZING THE IMAGE, TEXT, LAYOUT, QR CODES, URLS, OR PHOTOS, AND VERSIONING EVERY TYPE OF MEDIA, PROFESSIONALS CAN BUILD RESPONSE-BOOSTING, CUSTOMIZED COMMUNICATIONS WITHOUT THE NEED FOR IT EXPERTS.



REVENUES	\$5,700
EMAIL AND LANDING PAGE DESIGN	\$1,200
CAMPAIGN SET UP LIST PROCESSING (DE-DUPE, SEGMENTATION, PERSONALIZATION) EMAIL CONFIGURATION MICROSITE SET UP (PURLS, GURLS, FORMS, CRM INTEGRATION)	\$2,500
CAMPAIGN EXECUTION ONE MAIL EMAIL BLAST AND TWO REMINDERS TO NON-RESPONDERS DASHBOARD, REPORTS AND ANALYTICS TRIGGERED EMAIL AND /OR SMS NOTIFICATIONS	\$1,500
HOSTING FEES (3 MONTHS)	\$500

PRODUCTION COSTS	\$2,205
ART DIRECTOR (\$60/HR X 3 HOURS)	\$180
COPY WRITER (\$60/HR X 2 HOURS)	\$120
CAMPAIGN MANAGER (\$75/HR X 10 HOURS)	\$750
ACCOUNT MANAGER COMMISSION (15%)	\$855
HOSTING FEES (PRO-RATED COST PER RECORD: \$0.027/MONTH X 5000 X 3 MONTHS)	\$300

NET PROFITS	\$3,495
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* Based on industry averages. Your revenue and costs may vary.



JUST ONE
CUSTOMER



WITH ONE SIMPLE
CAMPAIGN



AND THREE WAVES OF
CONTACTS



CAN NET A PROVIDER
\$8775



IN
PROFIT

THE LICENSE FEE IS JUST ABOUT COVERED AND THAT'S JUST THE BEGINNING.



SIMPLE CAMPAIGN GENERATES BIG PROFITS

