Using data and a print-centric strategy to manage relevant, timely omni-channel marketing

What the heck is omni-channel?
- Multi-channel is not omni-channel
- Omni-channel defined

Data
- Why print as the primary driver?
  - It works!
  - You control the display
  - You control the content and the context
  - It plays well with other channels
  - It’s trackable

So let’s talk about data
- Customer data
- Mailing data
- Data about the data

Customer data
Mail delivery data

Data about data

Detour into Big Data

When smaller is better

Data versus instinct
- Create a balance of the two
- Use the data to remove as much indecision as you can
- Use your intuition to test the data
- Use the data to train your intuition

What do I use data for (and when)?
- For developing your strategy (before)
- For executing your strategy (during)
- For measuring your results (after)
Data for developing your strategy

Data for executing the strategy

Data for measurement

The data cycle

How do I get started?
- Inkjet personalization
- Personalized message
- Versioning and/or demographic binding
- Variable data
- Completely variable digital piece

Inkjet personalization
Variable laser imaging

Color inkjet on versioned pieces

Four color inkjet personalization

Fully variable digital print

Highly targeted VDP with PURLs

Driving from print to other channels

- Interactive print
- Content management platform
- Data onboarding
Interactive Print

QR codes

Variable QR

Image Recognition

Augmented Reality

Near Field Communications
Content management systems

Data onboarding
- Connecting your customer data to all your marketing platforms
- Measurement
- Targeting
- Leveraging your CMS

Customers say:
- I want to buy what I want, where I want, when I want
- If you won’t let me, someone else will
- I’m more connected than you think
- I value good use of my time
- I like to be educated
- I will respond to a good offer if it’s relevant and takes little effort
- What’s in it for me?

Keep in mind…
- Print is still the major driver of sales
- Channels can’t exist in a vacuum
- You need to be where your customer is (or will be)
- Personalization and targeting increase sales
- You need data to drive your marketing

Keep in mind…
- More is not always better
- Know your data to know your customer
- Build your contact strategy with print in sync with digital channels
- Test, test, test
Media Solutions – IPS & Digital Editions

IPS - Image Recognition & Augmented Reality

Social Media

Personalized eMails

PURL Landing pages

iOS & Android tablet editions and applications

iOS & Android mobile editions and applications