



MyCampaign

Create, personalize, and deliver multichannel marketing campaigns with an automated system



Integrated Print Management®

MyCampaign

An overview of highlighted features

MyCampaign is an automated marketing system that makes it easy to create, personalize, and deliver your marketing campaign across multiple channels.

Automate the delivery of multichannel marketing campaigns.

You set the message type and frequency and MyCampaign delivers. Automated delivery makes the sending of your campaigns effortless. Once the schedule is set the system operates in autopilot and deliveries automatically begin. MyCampaign will always deliver on time and can even notify you when your marketing touch has been sent. The system is built with multichannel capabilities, and can deliver marketing materials as printed items (letters, brochures, and postcards) or as electronic communications (emails, microsites, and PURLS). You'll never again worry about delivering your message on schedule with MyCampaign.

Personalize messaging using the tiered profile system.

Empower the local element of your organization with personalization. MyCampaign's personalization feature is based on a tiered profile system. Each profile in MyCampaign is made up of user uploaded content and information — this content can include logos, images, and text. Together, multiple profiles (representing layers in your organization) are used to drive the messaging on templates making it easy for local messaging and personalization to be added to the templates along with your corporate elements. The result is messaging that speaks to your audience from every level of your organization. Use MyCampaign to speak with singularity in voice and familiarity with local messaging.

Use milestones to deliver the right message at the right time.

The milestone feature removes the complexity of tracking who gets what communication and when. MyCampaign uses milestones (an event marking a stage in development) to send the right message, to the right person, based on where they fall in your marketing cycle. Different recipients can receive different messaging based on their milestone. A growing database of new or renewing customers is not a problem, as the system automatically updates before every delivery to get the latest data. Deliver the right message, every time with MyCampaign.

Core Strengths

- ✓ Automated delivery
- ✓ Delivery notifications
- ✓ Multichannel capabilities

Core Strengths

- ✓ Tiered profile system
- ✓ Upload logos, images, and text
- ✓ Local messaging

Core Strengths

- ✓ Milestones
- ✓ Automatic data updates



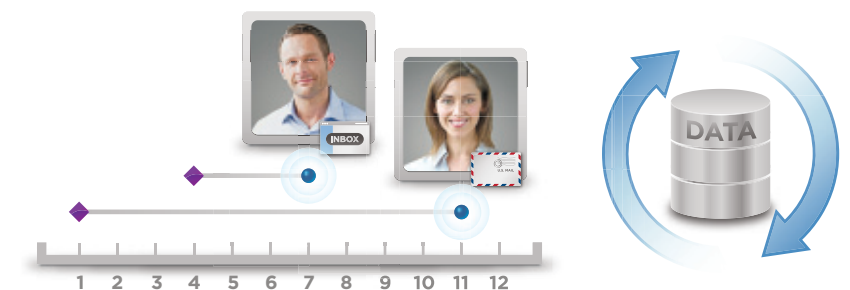
Schedule multichannel marketing campaigns

Set the schedule, frequency, and delivery type to automate the delivery of your marketing campaign.



Personalize with a tiered profile system

Use the tiered profile system to drive messaging and add personalization on corporate approved marketing templates.



Milestones keep you on track

The milestone feature keeps track of who gets what message based on anniversaries.

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Highlighted features

- ✓ Automate the delivery of multichannel marketing campaigns
- ✓ Personalize messaging using the tiered profile system
- ✓ Use milestones to deliver the right message at the right time



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