



Reach, grow, and retain

Marketing Automation

Marketing transformed for today's business

When it comes to marketing, think there's nothing new? Maybe it's time you spoke to the Marketing Solutions Group at Pitney Bowes, where the science of marketing meets the art of communication. Discover marketing reinvented for today's global economy. Our automated, online applications are easy to use, yet powerful. With them your marketing initiatives will be more efficient and effective. They'll help you keep loyal customers, and find more like them. Plus, once a campaign is complete, our solutions will provide response information to help with future planning.

A variety of products and services are available for your centralized marketing website:

- Digital Marketing Library – easily access and store corporate approved marketing assets from a secure location
- Templated Marketing Creative – point, click and customize national promotions for local markets
- Marketing Funds Management (MFM) – boost partner marketing participation, while decreasing expense with increased efficiency
- Turnkey Media Fulfillment – place media or print orders in real-time, online
- List Management – access, store and create your best mailing list
- Location Intelligence Targeting Tool – find potential customers interested in your product/services as easily as purchasing a mailing list
- Dashboard Reporting – access and create real-time reports based on your specifications
- Analytics and Segmentation – select and fine-tune demographics for marketing initiatives
- p-URLs/g-URLs – collect real-time responses to your marketing communications via mini web pages
- SEO/SEM – help optimize your search engine marketing and website rankings

Automation is just the beginning

Want more marketing options? We'll customize your marketing solution with just what you need. Choose from our "a la carte" selection of integrated products and services, including Marketing Funds Management, training and certification, loyalty and more. They're intuitive, web-based applications backed by the power of Pitney Bowes.

Get positive results quickly

Digital Marketing Library — keep things fresh

Help ensure partners always have access to the most current campaigns. They can manage, store and distribute materials via an online Marketing Library located on your easy-to-use marketing website.

Templated Marketing Creative — just fill in the blanks

Whether your partners want to create a campaign at 2 p.m. or 2 a.m., they'll be able to access and customize campaigns for their local markets with Templated Creative. It's almost as easy as "point, click, customize." Partners spend less time developing professional marketing materials, and your brand remains intact.

MFM — extend the life of your message

Want to get even more out of your campaigns by ensuring partners actually use them? Consider Marketing Funds Management (MFM). MFM is co-op administration that will help you and your partners make the most of your advertising. Real-time access to campaign tools, with built-in efficiencies and savings, will help partners market more and see fewer denied claims.

Turnkey Media Fulfillment — get everything done here

Partners can deploy a campaign without leaving the office. Placing a print or media order (e.g., direct mail, broadcast, print, email, Yellow Pages) is as easy as using our Turnkey Media Fulfillment tool. The same site saves time, money and manpower by fulfilling media and print online.

List Management — bring in the crowds

Want to develop customer relationships? Good marketing starts with a targeted list. Easy-to-use List Management tools on the site will help your partners effectively target and cross-sell to people interested in your products and services. Have your own list? Store it here and use it again!

Location Intelligence — new customers, no guessing

Tap into the same valuable data statisticians provide in real-time with our Location Intelligence Targeting Tool. This tool will enable you to see customers on a map, select them, or choose "like" prospects to market to. Armed with this information, you can better target mailings, improve response rates and increase your customer base.

Dashboard Reporting — find out what works

Another feature of your marketing website will be the ability to provide all the data your partners require, in real-time, via Dashboard Reporting. Plus, the same site that provides partners with marketing materials can also deliver customized, up-to-date information to you any time you need it.

Analytics and Segmentation — learn from your results

Need to know the results of your last campaign? Online Analytics and Segmentation are just "mouse clicks" away. Easily access and review data, and be armed with the knowledge you need to plan the next initiative or marketing strategy. You and your partners will always know who your customers are and how they're spending money with you.

p-URLs/g-URLs — leads delivered

Looking for more ways for partners to make the connection with your customers, yet stay within your budget? Use direct mail, search engine ads or email to land and deliver targeted prospects to a general or personalized URL (g-URL or p-URL). You'll get "warm leads" in real-time. The next step is closing the deal.

SEM/SEO — make the most of what you've got

Search Engine Marketing (SEM) and Search Engine Optimization (SEO) will help take your site to the next level. Make sure your site ranks high in usage with state-of-the-art technology that drives traffic to your landing page.

Ready, set, automate!

Realize the full potential of your advertising and marketing programs with the help of the Marketing Automation tools from Pitney Bowes Marketing Solutions Group. To see how we can help your organization get the most from your marketing, contact us today for details.

For more information call
1 800 488-2124 or visit us online:
www.marketfaster.com

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