

CASE STUDY

CASE STUDY > MARKETING AUTOMATION: PRINT PORTAL

Print company leverages online tools from Pitney Bowes Marketing Solutions Group



PITNEY BOWES MARKETING SOLUTIONS GROUP

THE CHALLENGE

Seeking a template-based system to produce and manage branded marketing creative, without designers, A print company found the answer at Pitney Bowes Marketing Solutions Group.

A print company with an eCommerce store for print materials (e.g., templated brochures, postcards, business cards, etc.) had two objectives: a) Provide a template-based system to produce brochures and other print products, thereby eliminating the requirement for designers, b) Provide a Business-to-Business solution for print clients to manage branding, collateral and

other print-based products. The print company needed a way to better leverage its co-op advertising programs and maximize its international advertising budget. They also needed a partner to help manage the process.



THE SOLUTION

INTERACT—Pitney Bowes Marketing Solutions group provided a powerful eCommerce storefront system allowing online users to build templated brochures and print collateral online from hundreds of templates. The system includes online quoting, commerce, template management, list management, direct mail, address correction and extensive storefront reports. Customers come to the system via Google, Overture and other web advertising companies. Since launch in June of 2005, the online store acquired over 1,500 customers. Over 50,000 projected were created in the same period.

Business-to-Business—A further requirement of was to offer marketing portals to enable existing customers to order print product from templates in a secured online portal.

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THE RESULTS

Existing print customers can now order and re-order business cards, flyers and direct mail online. Pitney Bowes Marketing Solutions' tools ensure brand identity standards are managed, while giving agents and dealers the ability to localize and customize collateral.

IMPACT

1. Over 50,000 projects were created on the Public Portal from April, 2005 – December, 2005.
One hundred calendars were ordered; 30,000 total in six months (Nov. 2005 – Feb. 2006).
Average order size: 300.
2. Over 1,500 new online customers were acquired in a one-year period.
3. Acquisition and retention of new customers in a secured marketing portal with marketing metrics.

Pitney Bowes Marketing Solutions Group delivers greater speed-to-market, cost and process efficiencies, appropriate use of brand and legal content, and increased partner participation. Programs are managed by World-Class MFM administrators and customer support.

To learn how we can customize a program to meet your company's needs, simply visit www.pbmarketingsolutions.com, call (800) 488-2124, or email info@pbmarketingsolutions.com.