

EMC DOCUMENT SCIENCES xPRESSION FOR MARKETING

Elevate customer experience, response rates, and loyalty

ESSENTIALS

- Improve customer experience through rich web interaction and marketing content personalization
- Ensure multichannel brand consistency to quickly build customer loyalty and market recognition
- Leverage Adobe InDesign and Dreamweaver to enable designers to quickly create templates and marketing managers to easily generate campaign support material
- Deliver multichannel marketing programs based on each customer's preference—web, e-mail, print, fax, and/or SMS/MMS for mobile devices

Real-world benefits: Financial services

The Storebrand Group, which provides financial services to 1.2 million Norwegian customers, implemented EMC Document Sciences xPression software to market its services and attract new clients.

Customers know what information they need to make informed buying decisions. To be successful, marketers must respond to their individual needs and embrace new methods for delivering impactful, highly personalized communications.

Organizations now have an opportunity to elevate customer experience, response rates, and loyalty while significantly reducing costs with the highly acclaimed, award-winning EMC® Document Sciences® xPression® software suite. xPression enables marketing groups to create compelling communications that interact, inform, motivate, and move your target audience to action. Users can quickly create well-designed, multichannel marketing campaigns via familiar easy-to-use design tools and document templates. xPression automates the creation and delivery of interactive marketing programs on demand, in real time, and for high-volume batch delivery via web, e-mail, SMS/MMS, print, and/or archive.

LEVERAGE EXISTING DIGITAL ASSETS WITH EMC DOCUMENT SCIENCES xPRESSO

Part of the xPression product suite, EMC Document Sciences xPresso® solutions for Adobe InDesign and Adobe Dreamweaver enable you to leverage existing digital assets to quickly design and publish personalized marketing materials for multichannel delivery, including print and electronic distribution. Because Adobe products are the tools of choice for most creative agencies and graphic designers, you can enrich existing creative designs with powerful personalization and customization without having to replicate them in other proprietary design tools, saving months of effort and ensuring that the final product matches the original design.

With EMC Document Sciences xPresso for Dreamweaver, you can easily produce highly personalized e-mail communications that engage customers without the high cost of printing and mailing, while connecting to their needs via personalized and interactive extensions to your web portal. In addition, intelligent rules-based logic can automatically include relevant offers and messages targeted toward individual customers, thereby increasing response rates by matching specific offers to specific customers based on their unique needs and preferences.

EMC Document Sciences xPresso for Adobe InDesign adds personalization and customization to new or existing InDesign documents, making it easy to define assembly logic that controls content and style variability at virtually any level of granularity. When finalized, the resulting document templates are packaged for publishing on xPression best-in-class server technology. The xPRS Server can fulfill thousands of on-demand requests for generating collateral online within seconds and produce millions of documents in high-volume batch mode.

KEY BENEFITS

The xPression suite provides organizations with many benefits, including the ability to:

- Engage your customers with richly personalized e-mails
- Connect with customers using dynamically personalized web landing pages
- Fulfill realtime requests for personalized marketing collateral and offers based on variable information captured using your company's web portal
- Replace preprinted marketing collateral inventories with targeted, personalized marketing collateral that match a customer's unique profile, preferences, and needs
- Localize all content for multiple geographic markets and distribution channels, eliminating multiple variations of the same collateral or offer
- Leverage familiar design tools to streamline learning curves and reduce time to market
- Utilize existing Adobe InDesign compatible assets for quick implementation without having to import them into incompatible proprietary systems
- Ensure brand consistency through reuse of digital assets across multiple templates
- Optimize response rates through one-to-one fulfillment and campaigns



Rich personalized e-mails, interactive web landing pages, and highly customized marketing offers and collateral are vital elements of successful relationship marketing

DEPLOYING A MULTICHANNEL CAMPAIGN

Multichannel marketing campaigns that reduce the need for costly print and postal mailings are increasingly being adopted by companies worldwide. These campaigns leverage web customer communications, interactivity, and rich personalization.

Here's one example of how it works:

1. **Plan campaign**—As part of a loyalty program, a marketing manager plans a multichannel campaign to generate demand for a new product offering. The loyalty marketing program includes a personalized e-mail, a web form to collect additional customer information and preferences, and a customized product brochure.
2. **Assemble components**—Using existing assets, the designer creates templates for an e-mail, a web landing page with a form for data collection, and a brochure that will be highly customized based the captured form data.
3. **Add variability and personalization**—The e-mail and web landing page are personalized using data collected from the corporate customer relationship management (CRM) system, which in turn drives the variability and content assembly logic. Once validated, the templates are packaged and deployed on the xPRS Server, where they are ready to be assembled using the CRM and/or web form data.
4. **Initiate campaign**—The e-mails are generated in batches and sent to prospects. The system monitors response and dynamically generates web landing pages as needed, in real time. Customer interaction with the web landing page captures the form data and dynamically generates product collateral customized to client needs.
5. **Manage response**—The captured form data can be returned to the CRM system, where it can be reused in future campaigns, and the lead information can be provided to the sales team for follow-up communication.

CONTACT US

To learn more about how EMC Document Sciences xPression for Marketing can help your organization, visit www.EMC.com or call 800.607.9546 (outside the U.S.: +1.925.600.5802).

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