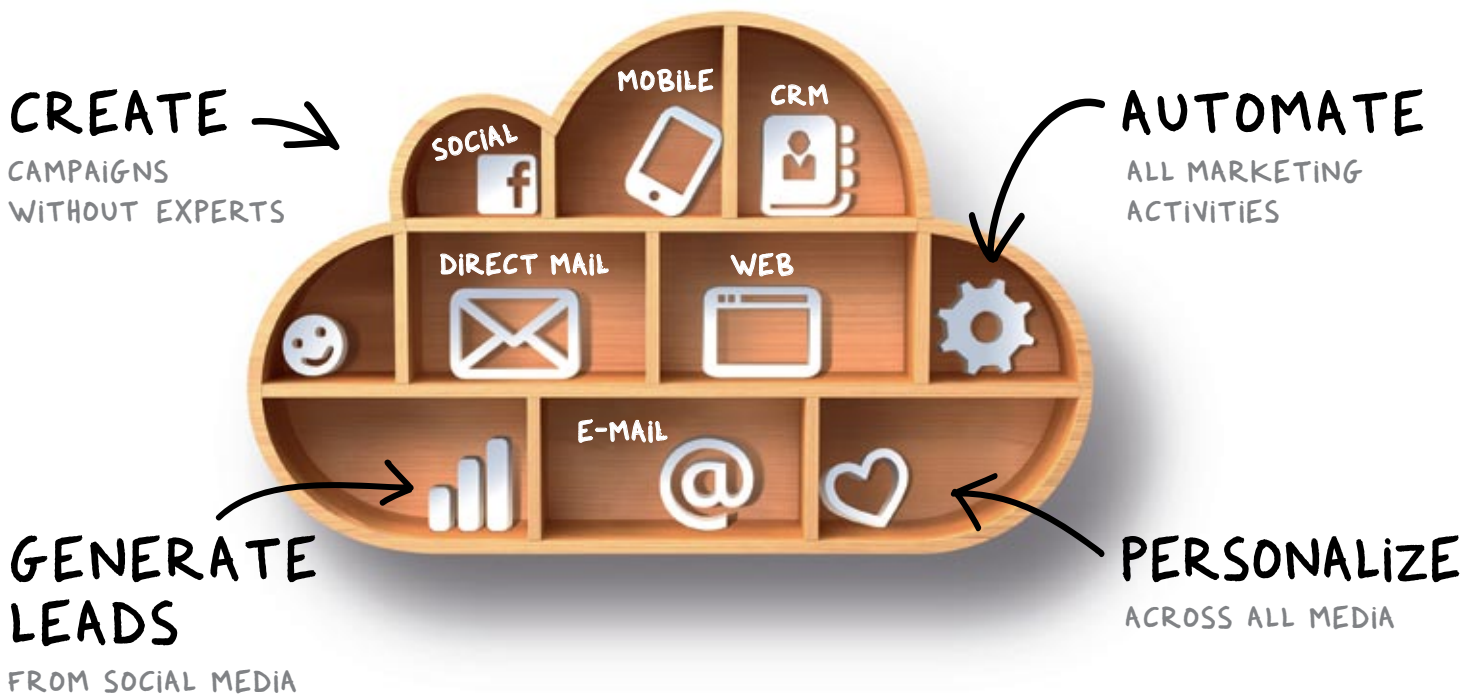


# DirectSmile<sup>®</sup> Cross Media

The all-in-one solution for

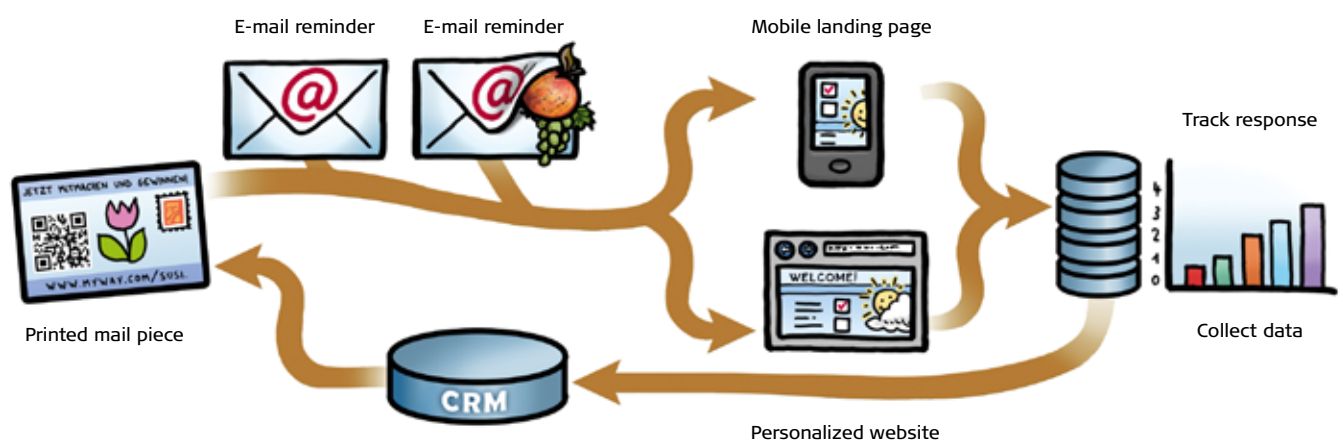
## MARKETING AUTOMATION



# Simplify personalized marketing

How to win new customers, increase customer loyalty and learn more about the needs of consumers? Data is the key, and with DirectSmile Cross Media you will be able to easily collect and use them for impactful one-to-one communication. Combine printed mail pieces, websites, e-mails and mobile media for data-driven campaigns and address customers in a more personal, more targeted way.

To optimally exploit all the benefits, DirectSmile Cross Media offers you an unmatched degree of integration and automation, resulting in fast and cost-effective creation of campaigns and applications. Whether it's the simple design of personalized media, the convenient management of campaigns and processes, or comprehensive response tracking – everything is part of one solution that simply runs in your browser.



Exemplary campaign flow

## How will you profit?

### Corporates

If you are in charge of marketing, DirectSmile Cross Media is your fast track to increased ROI. High response rates through personalization do no longer mean high costs. And the combination of various media does no longer result in tedious coordination work, meeting deadlines and staying in budget becomes easy. Integrated marketing analytics with customized reports will help you to prove the success of your activities.

### Printers

As a printer, DirectSmile Cross Media is your chance to offer new profitable services with little investment and little training. Capitalize on the growing demand for integrated communication concepts and sell personalized print and digital media out of one hand. Compared to print, offering cross media services will mean less price competition. In addition, taking care of your clients' data will help you to keep them loyal.

### Agencies

For agencies, using DirectSmile Cross Media is an excellent tool to expand their range of services and boost profitability at the same time. Whether it's a simple e-mail newsletter or a large-scale marketing automation project, you will profit from reduced complexity, less experts involved and no external costs. Impress your customers with fast results and ultimate flexibility when it comes to changes or updates.

# DirectSmile Cross Media



## Create media

A revolutionary design tool lets you create and personalize printed and digital media without programming skills and with little design experience.



## Manage campaigns

Launch websites, send e-mails or generate print files. You're in full control to define the campaign flows your need, while real-time campaign tracking always keeps you up-to-date.



## Automate processes

Implement marketing and sales processes with automated sending, automated response and automated follow-ups in a simple and cost-effective way.



## Connect to CRM data

Keep your data always consistent and never lose any results. Our solution: You will execute campaigns directly on your CRM data and all results will be automatically written back to your system.

## Applications

### Direct marketing

- Printed direct mail
- E-mail campaigns
- Personal URL websites
- SMS sending

### Customer loyalty

- E-mail newsletters
- Feedback websites
- Customer surveys
- Birthday greetings

### Event marketing

- Invitation campaigns
- Visitors management

### Web

- Campaign micro sites
- Corporate websites
- Intranet applications
- Mobile web pages

### Sales support

- Lead management
- Automated sales processes
- Dispatch of marketing materials

### Market analysis

- Response tracking
- Customer segmentation
- Data collection
- User behavior



# Build designs faster at less cost

## Create personalized websites and e-mails

Personalized URL websites are the centerpiece of your cross media campaigns and the perfect means to start a direct dialog with your customers and win new customer data. Combined with personalized e-mails or printed mail pieces you get the most powerful marketing toolset available.

Sounds like a demanding task? From now on you will create campaigns with just one browser-based tool that requires only little design experience and no programming know-how at all. The graphic design editor of DirectSmile Cross Media lets you build professional designs with unparalleled speed and efficiency.

The screenshot displays the DirectSmile Cross Media software interface. On the left, a vertical toolbar contains various icons for layout elements, media, and templates. The main workspace is divided into several sections: a top preview window showing a personalized website with a 'Welcome {{Firstname}}!' message; a central design editor with a 'Happy Holidays Susann Little' header and a personalized image of a snowman and a child; and a bottom data table with columns for 'Solution', 'Problems', 'Lastname', 'Company', 'Rating', 'URL', 'Date', 'Email', and 'Phone'. Red callout boxes with lines pointing to specific areas provide the following descriptions:

- Select layout elements, media, templates, manage all resources**: Points to the left-hand toolbar.
- Build designs by arranging elements in the layout tree**: Points to the central design editor area.
- View personalized previews permanently**: Points to the top preview window.
- Manage your campaign data**: Points to the bottom data table.

## Professional web designs without html skills

- No html know-how required, no additional web design tools needed
- Intuitive handling, easy to learn even for non-professionals
- Less people involved in projects, less coordination effort, less external costs

## All functions in one browser-based tool

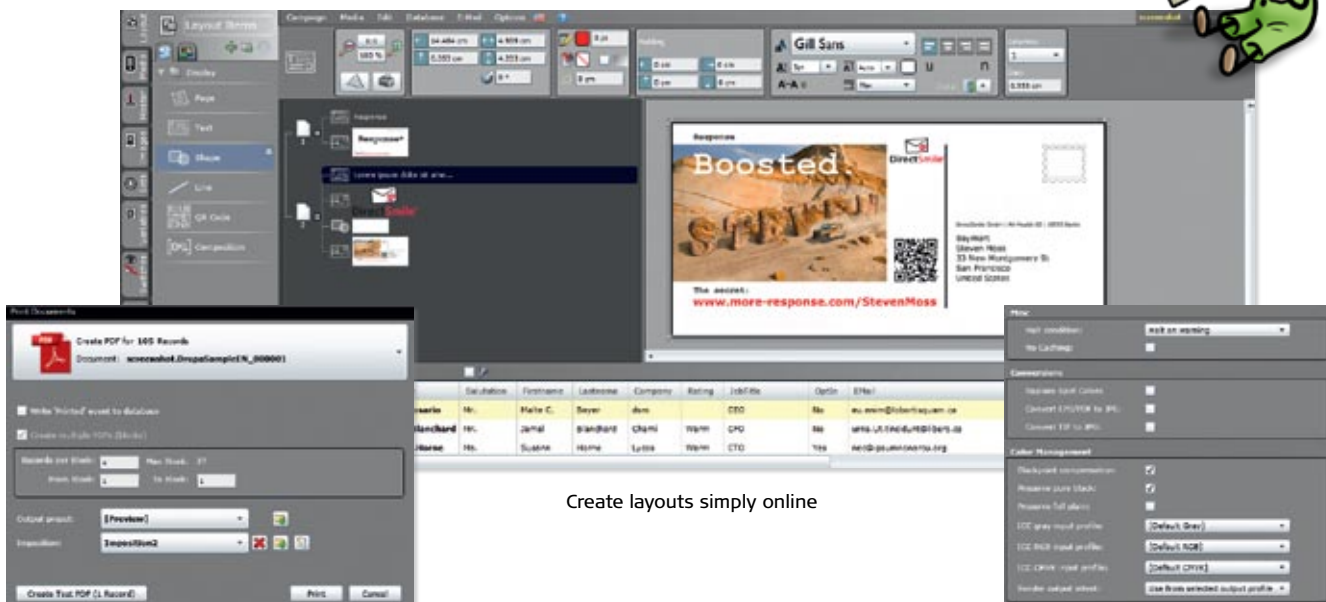
- Layout, database and personalized previews all on one screen
- Simple text and layout personalization, including image personalization
- Manage all resources centrally, use them for all media without converting
- Final designs permanently visible, almost no browser optimization necessary
- Send test e-mails and generate previews for any database record

# Create media

## Design printed mail pieces

Create the print files for your direct mail pieces simply online in your browser. DirectSmile Cross Media comes with a fully-fledged layout and variable data printing solution – without the need of using an external print layout program. Use variable and static images and text, introduce QR codes and personal URLs for seamless media connectivity, and include personalized images simply by drag and drop. You can start from scratch or upload a master PDF to define document size or basic layout.

Imposition and professional color management will help you to optimally prepare your print jobs. Render your entire print job by using the personalization data you wish, and export a print-ready PDF for your printer. DirectSmile Cross Media also allows you to automatically send PDFs with personalized content as an e-mail attachment for each customer.



Create layouts simply online

Generate personalized print PDFs

Professional color management

## Build corporate websites

Using DirectSmile Cross Media you are not limited to PURLs or campaign micro sites. The solution allows for the professional design of template-based, multi-language corporate websites including search engine optimization.

- Language versions
- Master pages and content management
- Individualized rule-driven site content
- Interactive forms without scripting
- SEO incl. descriptive URLs and meta tags
- Social Media integration



# Everything under your control

## Campaign Automation

The key to optimal campaign results is sending the right message to the right person at exactly the right time. DirectSmile Cross Media makes it easy for you to implement automated campaign runs.

Would you like to send a welcome e-mail to every new customer? Or send follow-ups to non-responders after a pre-defined period? Or deliver individualized information to leads who responded to your campaign? Or send birthday greetings automatically? Manage recurring tasks without the need to intervene.



Campaign management with DirectSmile Cross Media means simple creation of automated activities by applying filters to your database and setting up rules. Define triggers that will automatically start a certain activity, for example an e-mail that is sent out whenever a new record is added to your database.

Initial e-mail

Personalized website

Rating is being changed

Reminder e-mail after 7 days

xmediaID	LpLogin	Salutation	Firstname	Lastname	Company	Rating	JobTitle	OptIn	E-Mail	Phone	PublicPhone	Fax
1	Kelly.Rosario	Mr.	Mahe C.	Bever	Sam	CEO		No	su.enim@lobortisquam.ca	1 89 547 1366-2052	1 36 972 8185-5947	1 40 376 2715-5692
2	Jamal.Blanchard	Mr.	Jamal	Blanchard	Chami	Warm	CFO	No	wma.ut.knodunt@libero.ca	1 98 948 6460-5679	1 59 875 9834-6089	1 98 238 2135-0399
3	Charde.Horne	Ms.	Susann	Horne	Lycos	Warm	CTO	Yes	sec@psumonarcu.org	1 74 198 3658-3386	1 70 474 6142-0488	1 68 565 2061-9872
4	Shelly.Ford	Mr.	Shelly	Ford	Microsoft	Hot	Marketing Manager	No	solicitudin.a.malesuada@mauriselit.edu	1 35 918 7830-5500	1 27 864 4479-4036	1 93 115 4755-5239

Campaign data

The graphic campaign display will help you to keep track even of complex activities. The example above shows an e-mail campaign with an initial mail including a link to a personalized website. Once a customer visits

this website, his rating in the database will be changed to hot, and the related activities are triggered. The recipients who do not react to the first e-mail will automatically receive a reminder seven days later.

# Manage campaigns

## Marketing Analytics

Data-driven web-based media such as personalized websites and e-mails offer a unique advantage: they allow you to track exactly how your customers are reacting. Measure the success of your campaigns in detail and use the results for yourself or put them at your customers' disposal to optimize following marketing activities.

DirectSmile Cross Media comes with comprehensive campaign tracking functions. View all results in real-time right from the start of your campaign, the Campaign Dashboard shows you everything at one glance. Grant your customers individual dashboard access,

and, through our Mobile Dashboard App, you will even watch live campaign results on your iPhone.

In-depth marketing analytics functionality will guarantee an ROI-oriented performance review. Whether response rates, e-mail openers, or landing page visitors, any information gathered during the campaign will be displayed and can be filtered for an even more detailed review of customer behavior. Customize your dashboard and create individually tailored reports, you can arrange charts as you like, select different kinds of graphic displays, and brand your reports with any corporate design.



Design your Dashboard according to your needs, let customers follow campaign results with individual password protected access.



## Real-time campaign tracking and in-depth reports

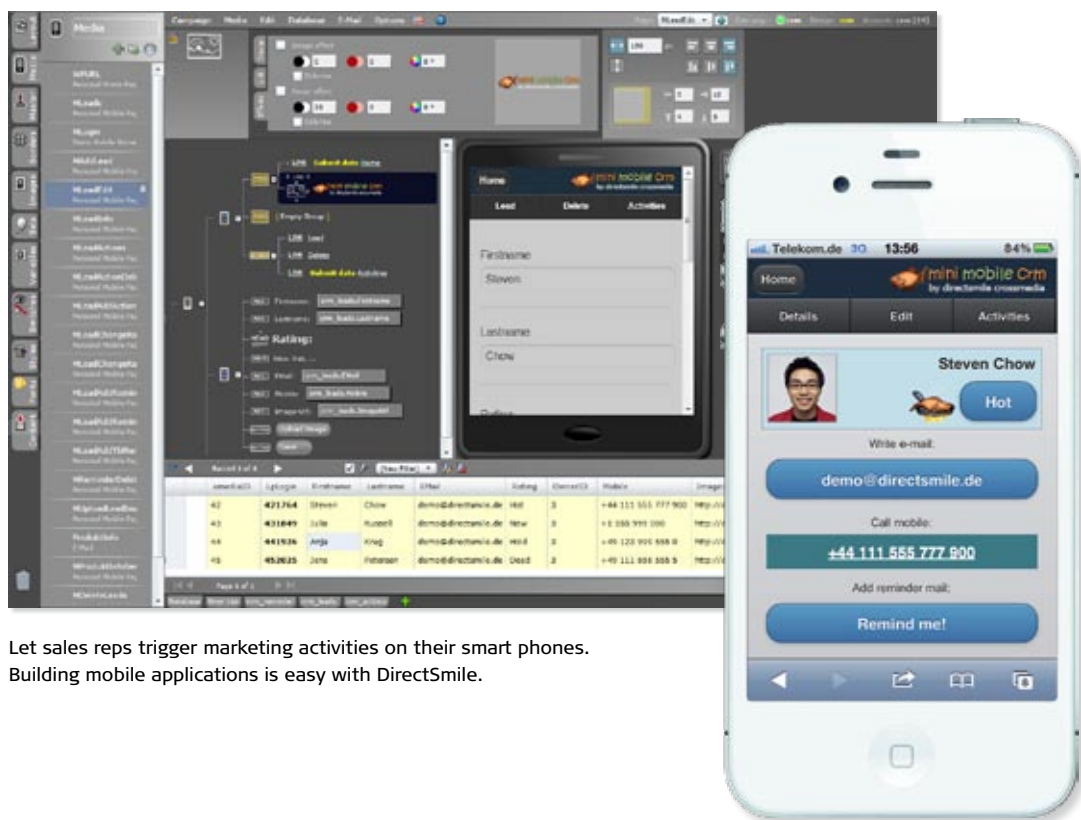
- Customizable Campaign Dashboard for real-time display of all campaign results
- Track visitors and events on your landing pages
- Professional e-mail tracking including receivers, unsubscribers, openers, bounces and links
- Use pie charts, bar charts or tables to display figures according to your needs
- Design individually branded reports with automated live updates

# Turn data into relationships

## Marketing and Sales Apps

Enter a vast new market, create and implement data-driven web and mobile apps for your customers. DirectSmile Cross Media ensures profitability from day 1. You don't have to hire a load of programmers to put marketing and sales automation concepts into

action; It just takes a digital media designer to exploit all the opportunities. Merge interactive websites with mobile apps and web-to-print workflows to realize the innovative applications that will keep your clients loyal to your business.



Let sales reps trigger marketing activities on their smart phones. Building mobile applications is easy with DirectSmile.

## CRM-driven sales tools

Turn your or your clients' CRM system into a genuine marketing machine. Using DirectSmile Cross Media you can run all your campaigns, tools and applications directly on CRM data. All results and new data will be automatically fed back into the system.

Especially for B2B sales this offers great possibilities. Imagine every sales representative could address his leads with personalized mail pieces at

the push of a button, and decide which message to send at which moment. Whether it's an invitation, a birthday card, or product information, he will be able to trigger activities simply in his webbrowser or on a mobile device. Building practical sales tools like this won't require any programming skills. Simply design the processes you or your clients need.



# Automate processes

Scan to see  
live apps



## Viral Marketing and Merchandising

Today's truly successful marketing campaigns capitalize on the creativity of consumers. Designing an individual bottle label for their favorite beer on the web, or creating the CD cover for their favorite artist is not only fun, it means getting involved with a brand. And what's more: Users will spread the message by talking to their friends about it. They will even turn into print customers when they get the opportunity to have their designs printed. Using DirectSmile Cross Media you are well prepared to build innovative brand merchandising applications. Combine the impact of personalized images with interactive brand websites and reliable web-to-print workflows.

## Digital Asset Management

Organize your company's digital marketing assets with a simple cross media campaign. Thanks to the powerful resource management of DirectSmile Cross Media you can upload, display and distribute all kinds of materials, including logos, images, brochures and presentations. The automatic conversion supports multiple types of media such as EPS, PDF, CMYK-TIFs and many more. Collateral-on-demand has never been so easy, and what's best: all you need for versioning and personalization is already built in.



## Event Marketing and Booking

Whether it's a trade show, an in-house exhibition or seminars for clients or prospects, organizing event invitations and registration can be a laborious task. Using DirectSmile Cross Media you will handle it all swiftly through your cross media campaigns. Potential visitors can register for an upcoming event and get in touch with the sales team. You may even process the payment of fees within the campaign, as well as the printing of the tickets. And by using QR codes on the tickets you will track every visitor at the event, simply by scanning with a smart phone. In addition, through QR codes, you will capture the interests of each visitor to deliver a perfectly tailored product brochure - of course also generated with DirectSmile Cross Media.



## Mobile Apps and Photo Apps

Everybody goes mobile. For you, it has never been easier to create mobile apps that run on all standard smart phones and tablet computers. From simple touch-optimized customer surveys to complex data-driven applications, you can build all your apps without programming and without html skills. This also means that maintenance of your apps is simple.

Go beyond data and attract even more customers with amazing photo apps. With picture-in-picture personalization and the new photo upload of DirectSmile Cross Media you have unique capabilities at your disposal.



# One tool. All possibilities.

## Media

- Printed mail pieces
- E-mails
- Personalized URL websites
- Websites
- Mobile websites, personalized and static
- Web applications
- Mobile applications
- SMS
- Web-to-Print
- Supported resources:
  - PDF
  - JPG
  - EPS
  - PNG
  - JPX
  - JP2
  - GIF
  - BMP
  - TIF

## Personalization

- Image personalization
- Text personalization
- Layout personalization
- QR codes
- Personalized URLs
- User photo upload

## Design

- Design editor for print, e-mail and web designs
- Browser-based tool
- Central management of resources
- No programming required for web designs
- Drag-and-drop design workflows
- Automated image and set scaling
- Pre-designed data input fields, buttons etc.
- Master pages and design templates for websites
- Multi-language support
- Real-design live previews
- Cross browser compatibility
- Revision management of designs
- Design changes possible in running campaigns
- Variable data printing solution included
- Variable layer rules
- Imposition
- Color management
- ICC profile support
- PDF creation
- jQuery framework support
- HTML import
- Google Webfonts
- External CSS support
- Ready-made form validation

## Hardware and software requirements for Cross Media Server

- Windows Server 2008 Standard Edition x64
- Microsoft SQL Server Standard Edition\*
- Dedicated server with min. two Intel Xeon Quad Core CPU 2.4GHz
- 16 GB system memory
- 500GB redundant hard drive
- 100Mbit internet connection
- IIS Website Certificate (public) incl. domain name
- Static IP address



\*Microsoft SQL Server Express Edition only suitable for limited use.

# Features overview

## Database

- Import xls, xlsx, csv, mdf, txt
- Automated creation of PURLs
- Flexible change of databases
- Export databases incl. campaign results
- Filter data by any criteria
- Preset filters available
- Editor for personalization rules
- Relational data model
- Automatic data export

## Tracking

- Campaign dashboard
- Password protected external access
- Dashboard fully customizable
- Individual reports
- Use of pie charts, bar charts, tables
- Customizable filters for each chart
- Interactive Charts (Drill down)
- Real-time response tracking
- Track visitors, events, links
- E-mail tracking
- Bounce management
- Google Analytics
- Mobile Dashboard iPhone App

## Management

- Campaign manager
- Automated campaign start and termination
- Time controlled campaigns
- Mass e-mails
- Spam check
- Resource management  
(One file multiple output)

## System

- Scalable multi-server concept

## User rights and accounts

- User and account-based system
- Define individual user access

## Connectivity

- Database API
- Data import and export to CRM systems

## Additional Features

- SEO for websites
- Social Media integration
- PayPal integration
- E-mail unsubscribe
- Variable and static PDF e-mail attachments



## Boost marketing impact and save costs



Scan to watch movie



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