



**intelmarx
print**

Personalized Direct Mail That Hits The Mark

THINK “CUSTOMER-ZATION” Finally... Printed Media as Unique as Each Recipient

Imagine shooting 1 or 100,000 arrows from a single bow simultaneously and having each one hit its intended target – right in the bull’s eye! That is what IntelmarxPrint can do for you!

Businesses and organizations are faced with the challenge of customers having so many choices in products and services, media has been fragmented, and the customer determines the value proposition and the ability to choose the marketing message they want to receive. The response rate to traditional marketing is falling dramatically.

Intelmarx’s 1:1 marketing solutions are overcoming many challenges. Leading research states that if a marketing message addresses the specific needs of the audience, typical response rates are at 46% as compared to 1.3% for traditional direct mail.

Intelmarx brings together new systems and incredible technology that deliver 1:1 marketing to anyone wanting to see the best in ROI. Intelmarx’s direct mail solution called IntelmarxPRINT, a dynamic print marketing solution that provides targeted and personalized content for print. IntelmarxPrint allows corporations and organizations to create high-value, customized marketing collateral, while reducing costs and maintaining brand image and integrity.

How Does IntelmarxPRINT Work?

IntelmarxPRINT automates the creation of customized materials by merging recurring content from a page layout template with variable data imported from a database and digital asset repository. Dynamic design software assembles each unique document according to a set of rules defined by the user, and an advanced digital publishing system produces a final piece in which text, graphics, and imagery are as individual as each recipient.

Until recently, the prospect of designing and producing a customized message for each recipient was time and cost-prohibitive. But developments in key areas of the publishing market are converging to make personalized communications a reality. The ubiquity of mailing lists, databases, proliferation of dynamic authoring and publishing tools, and availability of versatile, high-quality digital output systems all combine to make IntelmarxPRINT a powerful 1:1 communications tool.

IntelmarxPRINT is a key enabling technology that automates the production of unique, relevant communications that resonate with recipients and motivate them to take action. Combine this technology with our marketing consultation and design services to acquire leads, increase sales or secure customer loyalty. Use the power of IntelmarxPRINT to achieve unprecedented results for our clients.



This is a brochure for a college. Notice the pictures, text and other elements are customized for each recipient.



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APPLICATIONS

Custom publications: Custom publications are business applications that allow a customer to drive specific content into an existing template for immediate publishing or for inclusion in a newsletter or periodical.

Business correspondence: Business correspondence incorporates name, address, and simple product information to produce a unique piece for each recipient.

One-to-one marketing: Simple one-to-one marketing incorporates some graphical elements and variable text that are included based on a simple set of rules to produce a unique composition that is customized to each recipient.

Multi-channel marketing campaigns: Multi-channel campaigns incorporate completely unique text, images, and graphics for each recipient based on rules that make decisions on the demographics, purchasing history, or other predictive methods to enhance the relevance to the recipient and publishes it through a combination of print, Web, and e-mail.

Discover how IntelmarxPRINT can increase response rates up to **20 times more** than traditional direct mail response rates!



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