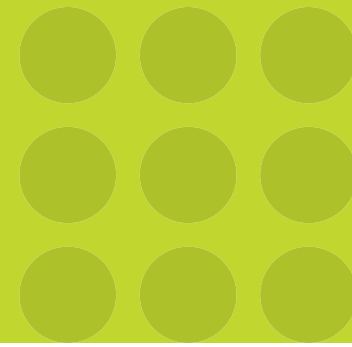




**One data input, multiple marketing communication outputs.**



### **Interactive Solutions**

Connect seamlessly across multiple channels. Vertis' interactive services help clients generate new revenue opportunities, build stronger brands, and improve customer acquisition and retention. Our value proposition hinges on delivering choices to your audience on how to connect with your brand, products, and services. We leverage our knowledge in direct marketing and lead generation strategies to produce result-oriented marketing programs in the areas of SEO & SEM, e-mail marketing, online media advertisement, mobile campaigns, and other emerging media—all on a measurable performance basis.

### **Creative Services**

Give your data a voice that will resonate with customers. It's imperative to construct a bridge from "data to design" and create optimal messaging based on fundamental statistical findings. Under the watchful eye of Vertis Creative Services, every creative solution is the outcome of a well-honed process that we call Vertis DataDrivenDesign™. With it, we apply incisive market intelligence, channel analysis, and quantitative consumer research as the foundation for insightful design, powerful imagery, and contextual relevance to increase consumer response.

### **Research**

Improve your marketing with consumer research. Vertis Customer Focus® proprietary surveys provide insight into what your customers are buying, where they are shopping, as well as media and other factors affecting their buying decisions. And taking that information one step further, RISC AmeriScan (Research Institute on Social Change) helps you understand the sociodynamics or the "whys" of consumer buying, as well as the specific influence of various media on customers' buying decisions.

# direct marketing

**The right message to the right consumer at the right time.**

Today's successful direct marketers recognize that consumer-centric communications are paramount to influencing their targets' behavior. The axiom of delivering the right message to the right consumer at the right time is critical to achieving marketing objectives.

As a pioneer in personalized and customized communications, Vertis has been providing industry-leading technology and print output while delivering improved ROI and productivity. Leading corporations rely on Vertis to develop unique solutions for the most complex and sophisticated marketing communication programs.

Vertis' expertise in data-driven and highly relevant communication programs is improving acquisition and retention, building loyalty, increasing cross-sell and upsell, while reducing costs and providing significant return on marketing expenditures.

We're delivering on the concept of "know the consumer well enough, at any given point in time, to know what to do next"—more intelligent use of data.

Our solutions engage the consumer and forge relationships through the consumer life cycle. Vertis' data-driven solutions allow our clients to deploy multi-touch, cross-channel communications (personalized and customized print, pURL, e-mail, text messaging, etc.) from a single source. Possessing one

**Connecting Consumer touch points and increasing program performance with highly relevant, unique and innovative, response generating communications**

of the most comprehensive communication platforms, Vertis delivers print solutions from its inline inkjet, digital one-to-one/on-demand, conventional laser lettershop, and sheetfed facilities. Complementing our print platform, Vertis possesses robust online communication channels to deliver customized electronic content.



Call **800.577.8371** to learn more.  
250 West Pratt Street, Baltimore, MD 21201 | [vertisinc.com](http://vertisinc.com)

© 2008 Vertis, Inc. Vertis is a registered mark of Vertis, Inc. DM\_CapaBro\_B081008

## Integrate the production of your campaigns.

### Print Solutions

Fighting for attention in the mailbox? Vertis' multiple print manufacturing solutions provide customized content and unique/innovative formats which grab the consumer's attention and influence the desired response.

*Digital one-to-one, inline inkjet, conventional laser lettershop or online communications—all delivered by one source. Whether your marketing is versioned or one-to-one, scheduled or on-demand, short or long run, Vertis has the production capabilities to manage all of your moving parts, and then some.*

#### • Digital print solutions

Vertis Communications' robust digital print technology allows for more effective use of data by tailoring content to the individual customer receiving it—quickly and cost-effectively. Our automated production processes allow for on-demand, customized output to accelerate the message to consumers. Whether receiving data from your enterprise system or our Web Portals (Web-to-Print), Vertis positively affects program performance and timely interactions between your company and target consumer.

#### • Inline multi-web

From creative outer envelope materials to specialty components, we cost-effectively create unique and innovative direct marketing packages that will capture your target audience's attention more effectively. Couple that with our full array of inkjet personalization capabilities to leverage consumer data, and you'll deliver more relevant communications which resonate with your target audience, thus improving response rates.

#### • Conventional and enhanced laser lettershop

Need snap and zip packs, pop-ups, tip-ons, #10, 6 x 9, 9 x 12 or specialty insertions? Vertis' sophisticated laser lettershop equipment efficiently produces closed-faced match mailings or machine-inserts a variety of materials into outer envelopes, booklets, and in-line-produced envelopes. Our laser lettershop platform provides a diverse set of equipment options to help improve time-to-market and facilitates varied quantity requirements—all from a single source.

#### • Sheetfed

Our sheetfed capabilities provide an option for smaller run direct mail program requirements involving postcards, self-mailers, and conventional packages in addition to pre-printed letters, coupon books, recipe booklets, and brochures.

#### • Vertis Optimal Postage

Vertis Communications can't control rising postal rates. However, we can control what you spend on postage for your standard-class, letter-size mail. With the new Vertis Optimal Postage (VOP) program, Vertis takes the guesswork out of postage costs by providing you with a guaranteed, flat-rate postage and processing fee for your direct mail programs. Using a strategic combination of Data Processing, Sortation, and Logistical Planning, Vertis optimizes your mail program and moves your mail deeper into the mail stream. Not only does this optimization result in greater efficiency and faster and more predictable delivery to customers, but it also wins you significant discounts from the USPS. The best postage rate—guaranteed!

### Data drives all interactions

Our approach is simple—develop good data which is deep and actionable. Vertis Integrated Data Solutions provides a range of services designed to deliver the right consumer response.

- Make your data actionable. Discover a new world of opportunities to investigate and understand data. Improve targeting and marketing strategies. Connect with your customers in meaningful, powerful ways. Vertis Integrated Data Solutions (IDS) can help you learn more about who your best customers are—their buying habits, where they live, what they earn, what hobbies they enjoy—enabling you to develop the most powerful and persuasive messaging for your many customers and communicate with them individually.

Vertis' world-class data team can work with you to understand your customer acquisition and retention life cycle, and to help you achieve dramatic results by identifying:

- who your most important or best customers are
- what drives or motivates each segment to take action
- cross-sell and up-sell opportunities for each group
- communication strategies to enhance loyalty.

By identifying common characteristics and patterns among your customer segments you can target your marketing programs on a more personal level and speak to customers individually.

Connect with Vertis for customized, ROI-centric Data Solutions!

Vertis' expertise in data-driven and highly relevant communication programs is improving acquisition and retention, building loyalty, increasing cross-sell and upsell, while reducing costs and providing significant return on marketing expenditures.

