

S M A R T 1 : 1

INTEGRATED. CUSTOMER-LED.
MARKETING COMMUNICATION.



IN TODAY'S WORLD, CUSTOMERS ARE OVERLOADED WITH MARKETING MESSAGES. THAT'S WHY AT SMARTCOMM, WE BELIEVE SMART INTEGRATED 1:1 COMMUNICATIONS ARE KEY TO TRULY CONNECT WITH YOUR CUSTOMERS.

WHO IS SMARTCOMM?

Smartcomm is far more than a traditional mail house. With over 100 years industry experience, our team of smart communicators are the best in the business and we aren't afraid to boast about it. From your dedicated Account Manager to technical, print and warehouse support we've got your back. Our highly experienced team will deliver expert management of your projects and provide you with multiple campaign options to ensure cost efficiencies.

WHAT IS SMART1:1?

SMART1:1 extends Smartcomm's capabilities far beyond that of a typical mail house. Through digital technologies seamlessly combined with traditional media such as print, we're able to deliver fully integrated marketing workflows. And we don't use a cookie cutter approach, we'll tailor an intuitive and personalised strategy to suit your business needs.

SMART1:1 is an innovative online management system that centralises data, artwork and communications into 'a single source of truth'.

SMART1:1 brings together the old with the new including:

- Multi-channel communications – Email, SMS and Web
- Digital asset management, online templates and proofing
- Digital printing – Variable Data Print, Web2Print and Print on Demand
- Online inventory and accounts management.

BY UTILISING ONE OR ALL OF THESE COMPONENTS OUR SMART1:1 TECHNOLOGY WILL MAKE SURE YOUR MARKETING DOLLARS WORK SMARTER.





MULTI-CHANNEL COMMUNICATIONS

Research has shown organisations that integrate print with digital channels for their communications achieve greater customer response, engagement and cost efficiencies.

SMART1:1 provides full integration of your direct mail, email, and online channels. Using our **SMART1:1** technology and harnessing insight from your customer data, we'll partner with you to create personalised cross media communications to attract and retain your customers.

A multi-channel communication approach can range from a simple one off campaign to a fully automated marketing system.

Our SMART1:1 multi-channel technology provides a wide range of communication solutions for your business:

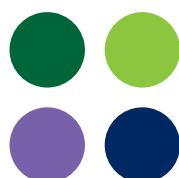
- Renewal and bill notifications
- Direct customer correspondence
- Transactional and invoice correspondence
- Fully automated marketing campaigns

SMART1:1 is a Software-as-a-Service (SaaS) solution. At the heart of **SMART1:1**'s technology is the integration of logic, design and data to deliver multiple media channels without creative compromise into an effective cross media customer experience.

Our **SMART1:1** technology allows developers to work within their preferred development environment. **SMART1:1** is compatible with AngularJS, jQuery, JavaScript, HTML5, CSS3 to personalise responsive web designs, mobile-friendly landing sites, single-page applications and more.

With **SMART1:1** all your channels work in complete harmony. The logic driving campaign variability, data and digital assets are all managed at the campaign level. This guarantees complete synchronisation of messaging regardless of the communication channel.

Whether used to acquire leads, increase sales, bolster customer loyalty or simply reduce your bottom line our integrated communication solutions will help capture your audience's attention and deliver engaging customer communications.





EMAIL MARKETING

Whether email plays a big or small role within your marketing mix, we'll ensure it delivers results. Our skilled IT experts can be involved in any stage of the development and execution of electronic communications.

Our **SMART1:1** email marketing solution provides:

- Personalised Email broadcasts
- Personalised URLs and website landing pages
- QR codes
- Management and storage of data and imagery files
- 70+ free professionally designed mobile friendly email templates
- Hassle free drag and drop editor with built in image editor
- Multi-channel integration with SMS and printed mail campaigns
- Social sharing options
- Web forms for customer surveys and event registrations
- Unsubscribe and bounce back management
- Payment gateway integration

All electronic campaigns include real-time reporting including:

- Number of eDMs sent/received/opened
- Bounce back management for un-subscribe and bounced emails
- Percentage of HTML to Plain text
- Links clicked (Unique vs. Total)
- Who actually clicked links
- Click through rates
- Forward to friend activity
- Profile updates
- Social & business network integration
- Integration with Google Analytics for full campaign reporting

SMART1:1 includes a Drop & Forget Email Broadcast System. You simply drop your data into a hot folder and the system does the rest! Utilising your data, our **SMART1:1** system will automatically tailor your communications with variable templates, text and imagery to deliver personalised messages to the right customer at the right time. It will also report on how many were opened, how many people clicked on a link, referred the email to a friend and importantly how many bounced. It's that simple to find and engage your customers via email when, where and how they want.

MOBILE MARKETING

SMS is a cost effective and timely way to communicate. So we'll ensure mobile is a core part of your marketing mix, rather than a forgotten about afterthought.

Our **SMART1:1** Drop & Forget SMS Broadcast system can trigger automated SMS messages. If an email bounces or is not opened after a specific time period, our **SMART1:1** system will send an SMS message to the customer.

The **SMART1:1** SMS marketing solution provides mobile messaging services that include:

- Personalised SMS broadcasts
- Digital barcodes for exclusive event access
- Digital coupons, passes and vouchers for targeted promotional offers
- QR codes
- Smartphone websites and apps
- Multi-channel integration with email and printed mail campaigns
- Payment gateway integration
- Real-time campaign reporting including integration with Google Analytics





PERSONALISED WEBSITE AND LANDING PAGES

A personalised URL (PURL) is a unique and fully trackable online address that is exclusive to the individual recipient. When a PURL is visited it redirects to the chosen URL, which could be a page on your site, a special offer or a campaign landing page.

A **SMART1:1** PURL allows you to send your customers to a personalised website with content reflecting their individual tastes all while gathering valuable data for your future communications. Our **SMART1:1** personalised websites and landing pages can facilitate the creation of dynamic content including hyperlinks, variable text, images and prepopulated forms.

SMART1:1 PURLs provide full integration of your direct mail, email, and online communications. By incorporating a **SMART1:1** PURL within your printed direct mail this will drive your offline prospects online while also enabling analysis of both online and offline campaigns in one centralised system.

Using **SMART1:1**'s PURL technology you have access to real-time campaign tracking. You'll be able to see who has accessed their PURL online even if they haven't taken any further action (such as registering for an event). With this information we can help determine your most interested prospects and target your follow-up messaging.

SMART1:1 ANALYTICS

SMART1:1 Analytics is a Web-based tracking and reporting tool that monitors each phase of an integrated cross media campaign across print, email and Web communications.

SMART1:1 Analytics is a truly integrated solution. Information is automatically collected across all touch points giving you complete visibility of campaign performance. This provides the opportunity in real time to view results and revise campaign tactics or flag customers for trigger based remarketing helping to improve response rates and overall campaign effectiveness.





SMART1:1 DIGITAL ASSET MANAGEMENT AND ONLINE TEMPLATES

DIGITAL ASSET MANAGEMENT

SMART1:1's asset management system is a secure, web-based digital library. This allows you to quickly upload, download, edit and view images from anywhere in the world without the need for time-consuming formatting or third-party software. It's the ideal solution for centralising your digital collateral.

The simple Windows style file format makes it easy to navigate, categorise and store your digital assets. Uploaded files can be searched for using keywords or via advanced searches based on specific details. The system also provides a 'collection basket' for single or multiple file downloads. It couldn't be easier to use!

With SMART1:1 you can streamline what was traditionally a slow and error-prone process within a feature rich, user-friendly web environment:

- Version control
- Image manipulation
- Re-purpose files
- Bulk uploads
- Extensive user control
- Meta-data association
- Commencement and expiry date
- User Licence Agreement (UCLA) Control

ONLINE EDITABLE TEMPLATES

SMART1:1 allows you to quickly and easily produce professional materials without relying on external suppliers. Whether you're after corporate letterhead and business cards or promotional flyers and posters **SMART1:1** streamlines and simplifies the process.

SMART1:1 allows you to create templates for items needed on a regular basis. The layout never changes – only the copy and imagery does. You can create templates formatted with pre-approved brand elements such as imagery, company logo, colours, fonts and can easily change details and approve online within minutes.

Templates can be created, either within your own company, through your agency or our team can create them for you. Text and images are easily inserted and adjusted and because the system is web-based, proofing and approval can be done by anyone, anywhere in the world. Files can be electronically sent to your printer and the job is done. Creating regularly produced collateral that's professional and consistently branded no longer needs to eat into your time!

ONLINE PROOFING

Online proofing saves hours off traditional proofing. No more passing around hard copy print outs or clogging up inboxes with large emails!

With **SMART1:1** you can proof online and invite other staff or third parties to login. Each person can view, annotate and record an audio message or video comment. Once the proof is approved everyone is automatically notified by email and the campaign moves to the next stage.





SMART1:1 DIGITAL PRINT

Printed communications can be a powerful marketing tool. Our advanced print technology can print anything from simple addressing to fully personalised promotional pieces. By using our print technology along with insight from your customer data, we can target your potential customers with communications specific to their individual needs and wants.

We can provide printing services that span single stand alone materials through to integrated cross channel print solutions. Whether you need to print brochures, automatically insert materials, need a super fast turnaround or require full print personalisation we have the print technology to suit your needs.

VARIABLE DATA PRINTING (VDP)

Today, communication strategies have evolved toward targeted messaging with marketers realising the ROI benefits of individualised and personalised communications.

Our **SMART1:1** Variable Data Print (VDP) technology uses your database to target images, colours, text and artwork based on individual customer demographics, recorded behaviors and their stage within the customer journey. This ensures each customer experience is unique resulting in high engagement and increased customer response.

This effective 1:1 communication solution not only delivers high response rates but a cost-effective business strategy. Our **SMART1:1** variable print technology will give you a competitive edge and together we'll develop innovative campaigns to deliver genuine results.

PRINT ON DEMAND (POD)

Does your business commonly use stationery items, catalogues, brochures, manuals, or other materials? Are you wasting money on stock storage and handling? Do you have to throw away perfectly good printing because the material is unused and out of date? If you answered yes to any of these questions, then our **SMART1:1** Print on Demand system can help.

Organisations often dispose of 25% or more of their materials when they print bulk supplies.

With **SMART1:1**'s Print on Demand (POD) digital print technology we can ensure your materials are printed on an as needed basis.

SMART1:1 POD allows you to keep fewer copies of printed items in stock, reducing your storage and handling costs. Plus, with **SMART1:1** POD you can print less which means you'll save money and substantially reduce waste.

WEB2PRINT

Our **SMART1:1** Web2Print technology gives you full control over your printing needs. **SMART1:1** Web2Print, allows you to submit print jobs, conduct online prepress reviews/previews and design, edit and approve templates for commonly used materials directly via a website portal. You can then order print runs from directly within the system and have them delivered whenever and wherever you need.

Our **SMART1:1** Web2Print system is accessible via any web browser, anywhere in the world, allowing you to access your print materials 24/7. With **SMART1:1**'s Web2Print, everything is stored in a central location and you can print as many or as few items as you like saving you money, minimising waste and lowering the need for storage.

SMART1:1 Web2Print provides:

- 24/7 secure access to all your materials
- Online editing and proofing
- Full control of your printing needs
- Reporting and tracking
- Multiple delivery addresses





SMART1:1 INVENTORY MANAGEMENT

ONLINE STOCK ORDERING

With **SMART1:1**'s fast and easy shopping-basket style ordering system it's simple to order stock online. This means you can order items such as customisable stationery from an internal warehouse or direct from a supplier all in one simple process. This feature-rich system manages the entire order process for you from low stock reminders to reporting and payment.

ONLINE INVENTORY MANAGEMENT

SMART1:1's online inventory management system tracks stock items whenever they're moved or used ensuring you always have an accurate update on stock levels. This system ensures stock can be re-ordered long before you run out keeping wastage to a minimum.

SMART1:1 inventory and logistics includes:

- Stock ordering
- Inventory management
- Stock forecasting
- Stock image control
- Freight management
- Job Tracking
- Accounts management - quoting, invoicing and job history
- Online reporting





WANT A SMART1:1 DEMONSTRATION?

With over 100 years industry experience, our team of smart communicators are the best in the business. Our committed Account Managers can easily take you through one or all of our SMART1:1 technology components. We can even bring our technical and production staff for expert consultation to make sure we meet your unique business needs.

WHY CHOOSE SMARTCOMM?

We believe when it comes to your business, it's quality, not quantity that will give you a competitive advantage. That's why we'll focus on understanding your vision and unique requirements.

Our experienced team will partner with you to gain insight into your customers and their optimal channel journey. We'll then develop integrated marketing workflows and automated multi-channel, 1:1, targeted communications specific to your business and customer needs. This proven approach almost ensures a heightened experience, engagement and response from your customers.

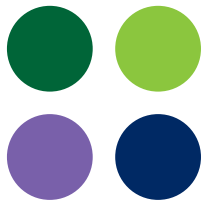
WHETHER YOU'RE THINKING ABOUT A SINGLE PROJECT OR MORE INTEGRATED COMMUNICATIONS, WE'LL FIND A SMARTER WAY. SO CALL US TODAY TO ORGANISE A PERSONAL SMART1:1 CONSULTATION.



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