

The Single-Source Solution for More Effective, Measurable, Direct Marketing

At CyberChrome we specialize in providing cross-media marketing solutions that increase response, reduce costs, and result in more successful marketing strategies.

Using advanced digital printing and web-based technology, we help customers create personalized communications that are more effective because they are tailored to the needs of each individual recipient.

Our cross-media marketing solutions let you communicate your messages across multiple media channels including direct mail, email and personal URLs, sending the right message to the right customer, at the right time.

Relevance = Response

The diagram below demonstrates the positive effect relevance can have on direct marketing response rates.



1 to 1 Direct Marketing Traditional Direct Marketing

1 One-to-One Direct Marketing

One-to-One Marketing is all about using highly targeted, relevant information to stimulate interest and compel prospects or customers to take action.

Personalized communications are more effective because they are tailored to the perceived needs of the individual customer.



Personalized Direct Mail & Email with Personal URL

- Send a unique message to every recipient in your entire campaign
- Personalize content based on key demographic or other relevant information
- Direct prospects to a specific response channel (personal URL, website, email or phone)
- Send personalized communications from each member of your sales/marketing team

2 Personal URLs

A personal URL is used to point prospects to a specific web landing page that is customized with relevant content and information.

The advantage of using PURLs over a single static URL is the ability to track the response of each recipient and measure the effectiveness of your campaign.



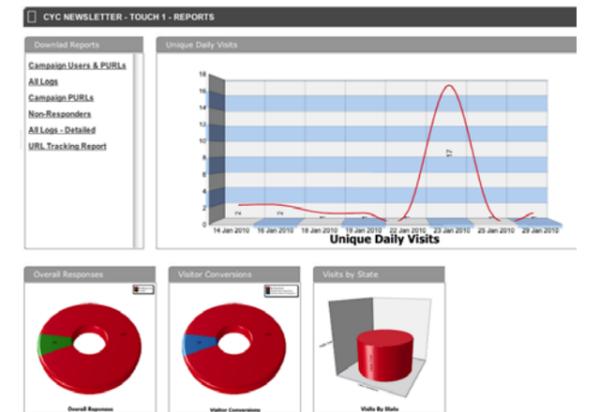
Personalized Landing Page

- Provide relevant content to your prospects
- Engage responders with an interactive experience
- Collect valuable data from your prospects
- Track, report and respond in real-time

3 Campaign Measurement

Cross-media marketing lets you track the effectiveness of a campaign, measure response and calculate your return-on-investment.

Real-time email alerts let you know exactly who has responded to your campaign. Plus, web-based reporting tools let you track campaign metrics and measure your ROI.



Web-Based Reporting

CyberChrome®

Digital Printing & Marketing Solutions

To learn more about how we can help you increase your marketing response rates and improve your ROI give us a call today!