

Transactional Print + Proactive Marketing = TRANSPROMO

During these tough times, realizing revenue from idle customers while energizing loyalty with existing customers is more relevant now than ever before. The key to success is communicating to each customer personally. Coined as 1:1 marketing by Don Peppers and Martha Rogers in their 1994 book, *The One to One Future*, the personalization of interactions is thought to develop greater customer loyalty and better return on marketing investment. One of the latest strategies in 1:1 marketing that can help you retain customers and build lifetime value is TransPromo.

TransPromo is a low-cost, targeted way to cut through the marketing clutter by integrating a promotional or educational message into a must read or transactional document. TransPromo enables proactive marketing and a cost-saving strategy by using unused “white space” on transactional documents to include targeted marketing graphics that reflects the individual customer’s demographics. This method offers you a new route in which to engage your customers in targeted communication.

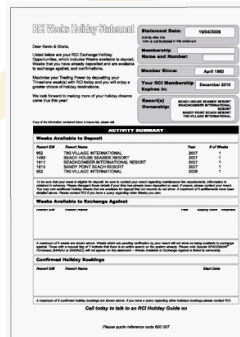
With 95 percent of statements being opened and read by consumers, TransPromo enables you to add cross-sell, up-sell and cross-market promotional messages right on the statement. Results can include increased response rates, sales, brand loyalty and marketing ROI.

Most importantly, it allows your brand to personalize the entire purchasing process and proactively deliver targeted marketing messages. TransPromo enables highly targeted marketing and promotions by leveraging existing data to predict future buying habits.

In order to build brand loyalty in these economic times, TransPromo is a must. It’s an efficient method to increase revenue by engaging your customers in relevant, targeted and timely conversations. By including TransPromo in your marketing plan, you experience the benefits of true 1:1 marketing.

TransPromo can:

- Enhance a corporate brand through personalized, relevant communications
- Provide the ability to cross-sell and up-sell services
- Enable additional revenues to be generated by allowing partners, suppliers to use white space on the document for advertising
- Increase response rates
- Enhance customer relationships
- Improve ROI over existing marketing strategies
- Convert costs into revenue opportunity



BEFORE



Redesign + Color + Promotional Offer = TransPromo Results

The above is an example of TransPromo, demonstrating the upgrade to color & changing the promotion per the individuals personal preference.

No Longer a Flat Fee with New Flat Regulation

Effective as of March 29, 2009, the United States Postal Service is regulating the placement of addresses on commercial flat size mail pieces (pieces larger than 11-1/2" long, 6-1/8" high or 1/4" thick). The new regulations require minimum type size, horizontal and vertical character spacing and placement within the top half of the mail piece. More specifically, according to the new regulation, the address must be placed in the top half of the mail piece. The address may be parallel or perpendicular to the top edge of the piece, but can not be upside down. The new placement standards apply to all periodicals, standard mail, and package services flat mailed at presort, carrier route, and automation prices.

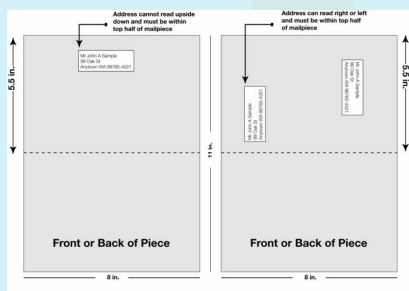
If these new regulations are not followed, significant increases in postage cost may result.

- For flats that are not enclosed in an envelope or poly-wrap, the top of the mail piece is the top edge when the spine or final fold is in your right hand.
- For flats enclosed in an envelope or poly-wrap the top of the mail piece is either of the shorter dimensions.

D3Logic is available to work with you to ensure that you are getting the best postage rates and taking advantage of the services offered by the USPS and D3Logic.

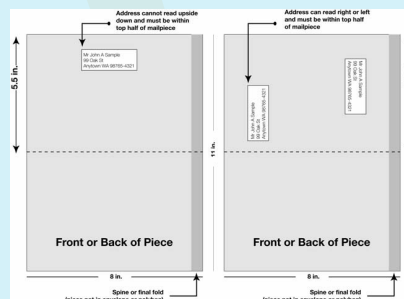
Flat sized mail address placement examples

The new placement standards apply to all Periodicals, Standard Mail, and Package Service Flats mailed at presort, carrier route, and automation prices.



Enclosed Flat

- Specifics:
- Minimum type size (at least 8-point type)
 - Horizontal and vertical character spacing
 - Placement within the top half of the mailpiece



Unenclosed Flat



Catalog

Usually addressed on back cover



Small Flat

"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge. Important for digests & other small flats.

*Does not apply to First-Class Mail



D3Logic can turn your statements and invoices into marketing tools

Want to leverage the power of TransPromo in your next marketing campaign? D3 Logic can make it happen from start to finish. We're your one-stop shop for TransPromo results.

Our D3 Logic TransPromo consultants will analyze your current campaigns and identify opportunities to generate greater results through a TransPromo strategy designed just for you.

It all starts with the data. We apply sophisticated data analytics to determine the right message, the right graphics, the right offer to connect with your customers and drive greater response.

To maintain consistency with your brand message and image, D3Logic provides the services of a graphic designer who has the knowledge and skills necessary to create eye catching promotional pieces. When combined with the data-driven graphics, text and offers, the result is a piece that is a powerful 1:1 marketing tool.

Lastly, D3Logic's transactional print service completes

your campaign with all the amenities of secure data processing, variable print and/or fulfillment. With facilities located throughout RI and MA, including a statement processing center and fulfillment operations center in Cranston, RI, as well as a distribution center in Avon, MA, D3Logic can support you throughout your entire project's life cycle.

EMPLOYEE PROFILE:

Kathleen VanBost

Title: Director of First Impressions
Number of years with the company: 2.5



As Director of First Impressions at D3Logic Kathleen's job is to set the right mood for everyone who walks through the company's doors.

Kathleen's role is a vital one in our organization, first impressions are lasting ones. Her outgoing, positive attitude and willingness to accommodate our clients and prospects either over the phone or during visits lets everyone know how our organization is run.

If you'd like to learn more about D3Logic and our services please contact Kathleen at 401-435-4300 and she'll be happy to answer any questions and assist in any way.

Did you know...



Market research shows that consumers spend an average of 2 to 3 minutes reviewing their statements. So why spend your budget on inserts and leaflets, when you can use "whitespace."

Want to learn how?
Email Kelly Mathews
Kelly.Mathews@d3logic.com
or give us a call 1.886.624.5335



D3Logic makes key acquisition -- Synergy Graphic Solutions

D3Logic is strengthening its capabilities with the strategic acquisition of Synergy Graphic Solutions. The extensive list of high-quality technology, services and expertise provided by the new acquisition enables D3Logic to expand and enhance its marketing, creative, printing, and fulfillment services.

Ralph DeMonico, D3Logic President/CEO states: "We're helping our customers meet the challenges of a tough economy by taking strategic action. This acquisition enables D3Logic to bring superior quality and added value to our customers, and to increase efficiency in fulfilling projects from start to finish."

The addition of Synergy Graphic Solutions strengthens D3Logic services in creative design, proofing, digital color, print on demand, wide-format printing and web-to-print solutions.

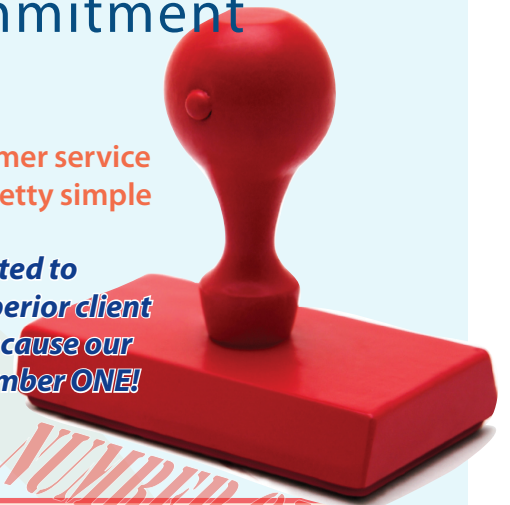
D3Logic's expansion is a critical move, as Mr. DeMonico further explains; "Now more than ever the market is looking for innovation and integration of services across the full spectrum of marketing, printing and fulfillment. That's what it takes to be a leader, and we intend to be a leader."

If you would like to learn more check out www.D3Synergy.com or call 866 624 5335

Our commitment to you...

D3Logic's customer service philosophy is pretty simple

We're committed to creating a superior client experience because our clients are number ONE!



We are your one source for:

- Creative design of your direct mail campaign
- Developing marketing programs tailored to your needs
- Saving money on your postage
- Enhancing your presence
- Increasing your revenues