

MARKETING COMMUNICATIONS PORTAL

A powerful Distributed Marketing, Local Store Marketing, and Marketing Asset Management solution from Mail Print

Your company has many dependants: each one of the franchises, locations, local stores, field salespeople, and satellite offices that look to you for guidance on how to operate and market more effectively on a local basis.

You've created digital marketing assets like logos, photos, print ads, radio scripts, and in-store signage for their local promotions, branded print materials for their daily operations, and direct mail and email campaigns for staying in touch with their local prospects and customers.

Now all that you need is to get these vital resources into their hands. That's where Mail Print comes in.

Mail Print's Marketing Communications Portal

is a centralized online system where all of your materials reside, ready to be accessed, customized and produced efficiently for each of your dependants, whether that includes a limited number of locations, or thousands of users across the country.

But this is no run-of-the-mill marketing system. This is the one with multi-channel integration, automated campaigns, flexible billing options, brand control, API plug-ins, and so much more.

This is the marketing portal that will help each of your dependants market and operate more effectively, while increasing enterprise-wide efficiency and ROI.

MANAGE ALL YOUR MARKETING ASSETS IN ONE PLATFORM



Direct Mail



Email



Mobile



Digital Assets



Personalized URLs

MAILPRINT
INNOVATION DELIVERED

Live Demo: Call Mail Print at **800.660.0108**
Video Demo: www.mailprint.com/portalvideo
More info: www.mailprint.com/portal

99.9%
proven system uptime

more than
14,000
current users

has executed more than
500,000,000
personalized messages



Warning: Extreme cost savings ahead.
It's not unusual for companies to save \$80,000-\$100,000 during their first year using Mail Print's portal. Really.

FLEXIBLE FEATURES TO MATCH YOUR UNIQUE NEEDS

WHAT SYSTEMS WOULD YOU LIKE TO INTEGRATE?

Connecting your existing ERP, CRM and email systems to your Marketing Communications Portal happens seamlessly through Mail Print's API and custom connections, allowing data and reporting to flow securely in both directions. Example integrations include:

salesforce.com ExactTarget TERADATA

infoUSA.com Experian AccuData

WILL YOUR USERS NEED CUSTOMER SUPPORT?

Our on-site customer service team can provide in-bound and out-bound support as Mail Print, or branded as your company.



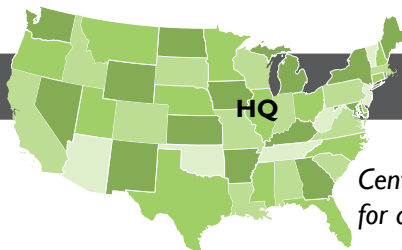
WHERE DO YOU WANT YOUR DATA TO RESIDE?



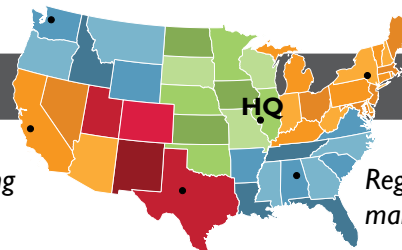
The Marketing Communications Portal uses API, custom integrations, and XML data feeds to access your data where it is, whether that's an internal customer database or 3rd-party data warehouse. This integration eliminates data duplication and allows you to use your existing segmentation and targeting tools.

WHO NEEDS ACCESS TO YOUR MARKETING PORTAL?

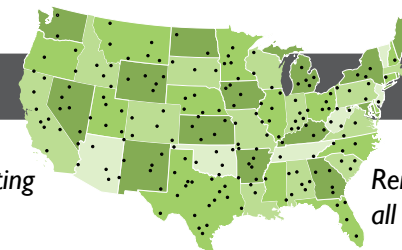
We'll configure your user accounts to match the unique structure of your organization, whether that includes centralized, regional or location/franchise-specific marketing management.



Centralized ordering
for all locations



Regional marketing
management



Remote access and ordering for
all locations and franchises

SEVEN REASONS ENTERPRISE NETWORKS CHOOSE MAIL PRINT

Mail Print's Marketing Communications Portal stands apart because of seven unique features, and the benefits for franchises and multi-location companies:

1 MULTI-CHANNEL MARKETING INTEGRATION

- Manage and deploy all marketing channels within one system.
- Deploy multi-channel campaigns including mail, email, mobile and online touches.

Reduces marketing management time, increases response, and improves ROI.

2 AUTOMATED MARKETING CAMPAIGNS

- Users can initiate multi-touch campaigns with a click; each touch deploys automatically.
- Campaigns can be triggered automatically by your CRM system or website.

Eliminates manual processes for lead generation, lead nurturing, and customer retention.

3 FLEXIBLE ACCOUNT CONFIGURATION AND BILLING OPTIONS

- Control which users and locations can access materials, and what they can order.
- Select corporate billing, credit card ordering, split (co-op) billing, or invoicing.

Quick integration with your existing business rules and organizational model.

4 BRAND CONTROL

- Provide locations with corporate-approved print, marketing and digital assets.
- Automatically personalize materials for each user, while providing additional customization options.

Protect your branding standards across your network of locations.

5 CUSTOMIZED USER EXPERIENCE

- Your online portal is branded to your company, with customizable messages and images.
- Integrated and scalable in-bound and out-bound customer service and tech support.

Increase user adoption and satisfaction, and help your users get started faster.

6 PLAYS WELL WITH OTHERS

- Our API and custom data connections easily integrate your ERP, CRM, and email systems.
- Connect to your database through direct data pulls or XML data feeds.

Easily integrate 3rd-Party or internal systems to create dynamic solutions.

7 STABILITY, EFFICIENCY AND SPEED

- Mail Print's portal has a 99.9% system uptime and more than 14,000 users.
- Give users immediate digital asset downloads, batched email delivery, and next-day printing and mailing.

Help your locations reach their audience faster and more efficiently with a proven system.



Start your order, then start your clock.
Mail Print's in-house production environment provides next-day printing and direct mail fulfillment.

DEMO THE PORTAL

Visit www.mailprint.com/portaldemo or call 800.660.0108 to schedule a live demo and consultation.