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WHITEPAPER

# Revolutionizing Marketing

## The New Power of Cross-media Communications

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## The New Power of Cross-media Communications

### Executive Summary



As the graphic communications industry continues to evolve from a print-centric to a communications-centric business, many firms are looking to cross-media publishing solutions to boost both top and bottom lines and increase the value they bring to their customers. Yet cross-media publishing campaigns can be difficult to implement efficiently and can present immense project management challenges. For many firms, assembling the new skills required to add these services can be a daunting task. Additionally, there is often confusion about what is meant by the term cross-media publishing

Cross-media publishing is the ability to communicate with consumers across the spectrum of print and digital media channels with consistent messages that are relevant to the individual recipient in terms of content, presentation, timeliness, and channel. Unlike the past methodology of “pushing” messages to a mass audience where everyone receives the same message in the same medium, cross-media campaigns are increasingly personalized and customized to make them more relevant and meaningful to the individual recipient, designed to establish an ongoing dialog, and more likely to cause that recipient to take a desired action.

As marketers and designers gain more experience with this communications mechanism, they are anxious to take advantage of the strengths of the individual communications media, including print, to increase the effectiveness of their campaigns. This means that it is increasingly important for designers to be able to leverage a variety of design tools across the various media rather than creating campaigns using a single composition tool, or creating communications for one medium that are then converted to others.

### Cross-Media Challenges

The goal of a cross-media campaign is to efficiently implement a personalized,



consistent and synergistic multi-touch marketing campaign across multiple communications channels. It requires the convergence of several elements, including:

- Database information about recipients, often involving more than one database.
- Contextual content such as images, graphics, video, audio and text that can be used based on individual characteristics of recipients to create highly targeted communications.
- A set of business rules defining the methodology for choosing variable elements – content and design – per individual recipient.
- Print and/or electronic template(s) that contain static content and placeholders for variable content.
- A mechanism for monitoring and tracking results.
- An automatic bidirectional communications mechanism for updating databases based on recipient responses or lack thereof.

Typically, production of a cross-media campaign will also involve multiple parties with various skill sets, including:

- The content owner, usually a marketing professional or agency staff
- Print specialists who design for printed output
- New media specialists who design for web, email, SMS, and other electronic forms of output
- Database specialists who ensure that the various databases are accurate and that they are updated to reflect campaign outcomes; these professionals also often perform data mining and analytics as appropriate and ensure effective reporting of campaign results
- A project manager responsible for ensuring a streamlined and effective workflow in developing, implementing, managing and tracking campaigns across various media.

Coordinating all of these people, processes and technologies can be quite complex and prone to errors, in large part because most current technologies provide point solutions for each discipline and fail to offer a holistic, integrated, solution that incorporates all elements under one roof. Also, designers are often forced to resort to designs that represent the lowest common denominator among all media (the same design for all media), often resulting in both disappointed viewers and disappointing results.

## **XMPie Solutions for Cross-Media**

Now, for the first time, XMPie cross-media solutions take the complexity out of this daunting task, allowing true integration of print, email, SMS, web, and other



media; interactivity within campaigns and among media; a real-time feedback loop; and the ability to refine data and business rules on the fly in an integrated, cross-organizational workflow. The objective is to be able to establish an ongoing dialog and relationship with recipients, not in terms of isolated events, but within the context of a strategic integrated communications plan.

XMPie does this with two important elements that make it easy to synchronize enterprise data sources with the development of high-impact cross-media communications. These both shield the design from the specifics of data and rules, and provide the ability to create state-of-the-art personalized interactive web sites while sharing rules and data across all other media, including print. They include:

- ADOR® Objects (“ADORs”)
- Interactive Content Ports (“ICPs”)

### Understanding ADORs

Automatic Dynamic Object Replacement (ADOR) is XMPie’s core technology. It is the glue that establishes the modular connection among design, data and logic that together create variable data documents (printed documents, web sites, e-mail, or messages). It is unique in its modularity, which keeps the design, logic and data components of a variable data document separate and independent until final production. This gives users the flexibility to make changes in the design, or data, or even in the business rules, at any point during the entire workflow without forcing extensive, lengthy, and cumbersome integration projects. With ADOR Technology, designers, programmers, and database experts can focus on their individual tasks with their preferred tools without having to master disciplines that are foreign to them. The integration of the various disciplines is automatic.

ADOR Objects are *media-independent objects* that reflect the variable content per individual recipient and can be placed into a design, much as if they were regular design objects such as text, image, style, etc.; this placement indicates the need to reconstruct the document or the message each time that the ADOR objects change their values (typically for each individual recipient). Because ADORs are media independent, they are the key to cross-media. Because they hide all the details about logic – rules – and data, they are the key for cleanly separating design and programming/data disciplines.

### The Power of ICPs

Interactive Content Ports, or ICPs, are another element of XMPie’s ADOR Technology. ICPs are needed in order to enable the new media design and development community (web, e-mail, SMS, video) to create a state-of-the-art

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experience for their specific media, while at the same time being highly consistent and synergistic with the print media that is part of the same cross-media campaign.

ICPs, in effect, present the XMPie Campaign as a single data source to the design and composition tools used for web, email, SMS and other electronic media. This means that rather than explicitly mastering ADOR Objects and new design or development workflows, ICPs enable the new media design and development community to view the XMPie Campaign as a database (single table database with columns representing the ADOR Objects and rows representing the set of values of these object for each individual recipient). Linking to a database to drive dynamic content is a concept which is integral to all new media design environments, hence well-known and requiring no learning curve. In addition, the ICP database can be bi-directional, supporting interactivity. Because ICPs are all based on the ADOR Objects that serve all media, updates made in a web form, for example, can be immediately available for a next wave of a print campaign.

Consistency across-media while supporting the existing new media development environments, including interactivity, is the magic of ICPs and is unique in cross-media solutions.

### **IT Issues and Solutions**

Any application that deals with personal or corporate data carries with it a high sense of urgency relative to security. IT professionals must ensure that data is secure and that web and network infrastructures can handle the volumes they may be subjected to as a result of a very successful cross-media campaign. Within the XMPie suite are a number of safeguards and tools that help IT professionals meet these objectives, and these safeguards are fully discussed in this white paper.

### **Real-World Examples**

Additionally, this white paper contains case studies that demonstrate how XMPie customers are utilizing the XMPie suite to revolutionize their businesses in this new and dynamic world of interactive communications.

### **Taking Cross-media to the Next Level**

We are entering an era where the integration of the marketing and publishing disciplines is the next frontier. Solutions that allow service providers and their marketing customers to share a marketing view of variable data cross-media campaigns are highly valuable. Such integration bridges the marketing/publishing gap, especially with respect to print, and it brings the real-time response and analysis that are so common to new media into the world of integrated cross-media – a world that is a highly effective marketing tool but not yet fully integrated with marketing.

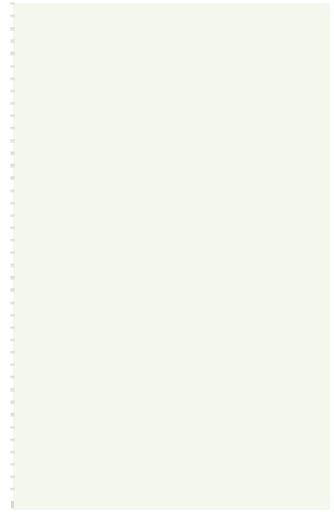
*As integrated cross-media marketing becomes more ubiquitous in the marketplace, marketers and their service providers will continue to demand even more capabilities.*



XMPie has brought innovation and leadership to the variable data and cross-media worlds since its inception. Now, by adding capabilities for recording events across time and media, and by introducing the uProduce Marketing Console™ -- a revolutionary, out-of-the-box, marketing command center that is highly integrated with cross-media publishing – XMPie continues its heritage of innovation.

By combining this capability with Web-Services APIs and ICPs, the solution can grow as the needs of the marketer grow, and can be tightly integrated with a wide range of enterprise solutions for the first true, end-to-end, enterprise-level integrated cross-media marketing solution available in the marketplace.

With this new sphere of marketing-focused capabilities that are integrated with its leading variable data cross-media publishing solutions, XMPie is literally revolutionizing the way marketing is done in a scalable, affordable and elegant manner, allowing marketers to make the most out of every customer touch point and truly deliver against performance and ROI expectations.



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# Revolutionizing Marketing

## The New Power of Cross-Media Communications

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### Introduction

As the graphic communications industry continues to evolve from a print-centric to a communications-centric business, many firms are looking to cross-media publishing solutions to boost both top and bottom lines and increase the value they bring to their customers. Yet cross-media publishing campaigns can be costly to implement and can present immense project management challenges. For many service providers in the marketing, printing and publishing disciplines, assembling the new skills required to add these services can be a daunting task. Additionally, there is often confusion about what is meant by the term cross-media publishing.

### Defining Cross-media Publishing

Marketers are accustomed to leveraging a variety of media, including print, as they push their brands and messages to the market. With the advent of the Internet and the increased utilization of other digital means of communication (sometimes, collectively, referred to as new media), even more communications vehicles are now available to marketers, including email, the Web, and personal communications devices such as cell phones and PDAs. Moreover, with such a broad selection of communication devices in the hands of consumers, a new style of information consumption has emerged – people choose what to see, what media to use to see it, and, of course, when to see it. Marketers simply cannot continue with the old model which dictated the manner in which consumers would receive information. Although Prime Time TV ads are not going away anytime soon, companies are optimizing their media spend by shifting budgets to individualized, consumer-oriented, multiple-channel, communications.

### Cross-media Publishing: An Opportunity and a Challenge

Customer exposure to multiple media channels is both an opportunity and a challenge. The synergy across channels can improve the effectiveness of the message; yet without consistency across the various media channels, not only will the synergy be lost, but, worse, conflicting or outdated messages and an inconsistent brand-image may result in a perception of poor-quality products and a negative corporate image.

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**Cross-media publishing** is the ability to communicate with consumers across the spectrum of print and digital media channels with consistent messages that are relevant to the individual recipient -- in content, presentation, timeliness, and channel.

Without *all* of the elements in the above definition – *multiple channels, consistency across channels, and relevancy to the recipient* – marketers cannot successfully break through the clutter of hundreds, or even thousands, of messages that individuals receive daily.

Today’s market, then, provides a different set of challenges for marketers.

*In today’s multi-channel world, a cross-media publishing approach is essential to effective marketing. The challenge for marketers lies not in whether to adopt cross-media as a strategy, but in how to implement it cost-effectively and in a timely fashion.*

### **The Cross-media dilemma: consistency across channels versus state-of-the-art solutions by channel**

One of the biggest challenges marketers—and the service providers that support them—face in launching a cross-media campaign is how to best implement consistent, synergistic and interactive communication across the various media channels of the campaign.

To assure consistency across channels, early cross-media implementations often used the same design across all media. This approach is simple to manage and coordinate, and it achieves design consistency across channels. However, it fails to take advantage of the unique power and capabilities of each individual channel because it must reduce the design to the lowest common denominator across all the different media channels. This lowest-common-denominator approach often results in a poor presentation that fails to engage the recipient and is likely to deliver sub-optimal results.

To avoid the pitfall of using the same design across all media, marketers often choose to create separate communications for each channel using channel-specific tools, channel-specific teams, and/or channel-specific service-providers. While this approach results in state-of-the-art channel-specific designs and campaigns that can deliver relevant communications, its silo nature makes achieving cross-channel consistency a daunting and costly project management challenge: A creative brief must be developed for each media team separately; Each media team must create its own version of the business rules (and

connection to data sources); and each media team must create its own design and, when relevant, interactivity plans.

As a result, changing a rule within a campaign means that new briefs and programming tasks must be deployed across all channels. Changing a data source or the choices for dynamic content becomes a complex coordination task which results in multiple reprogramming efforts that require testing and validation. In addition, information gathered through interaction in one channel, such as response to a web form, is not easily available to other channels, which leads to inconsistency across channels

Thus, in order for marketers to launch effective cross-media campaigns, they and their service providers need a solution that will allow *channel specialization* on the one hand and *consistency across channels* on the other. Clearly, the actual communication and style of interaction should be channel specific. Yet most of the content, business logic, and data sources are not channel specific and must be shared across channels.

### The Logistics of Cross-media

In this relatively new field of cross-media communications, implementation processes—from concept through creation to production and deployment—are still evolving. But regardless of how and with which tools campaigns are produced, there are several elements that are always required:

- **Database information** about recipients (including name and other demographic and psychographic information), products, purchasing history, etc. In many cases, relational databases with multiple tables and cross-table keys and indices must be used, often combining information from multiple databases. For example, internal customer or prospect information, including purchasing history may be combined with information contained in databases acquired from companies like Experian or USAData.
- **A set of business rules** defining the methodology for choosing content for variable elements as well as design elements such as layout, background, etc. There may be specific content and/or design elements to be used for a female of 50+ years in age with a high net worth versus a male 18 to 25 years of age in a middle income bracket, as an example.
- **A means of encoding business rules** so that they can access database(s), perform computations and integrate the results into the composition process for each output medium.
- **Print and/or electronic template(s)** that interact with the business rules in order to adjust design elements and populate variable content to create individualized documents.
- **A process for repeated, or on-demand, processing of design templates, business rules, and data** for each recipient in order to create



individualized documents.

- **An automatic, bidirectional communications mechanism** for supporting personalized interactivity and the timely availability of new information for all media that are part of the campaign
- **A method of coordinating consistency and synergy** for each individual between content and presentation across all media channels of the campaign
- **A mechanism for monitoring and tracking results.**

Typically, production of a cross-media campaign will also involve multiple parties with various skill sets. Even though marketing service providers are increasingly providing one-stop shopping for a complete campaign, they still need to employ professionals from different disciplines. Classes of contributors to cross-media campaigns include:

- The content owner, usually a marketing professional or agency staff, who requires the ability to monitor campaigns from start to finish, and require tools that simplify the ability to analyze results.
- Print specialists who design for printed output
- New media specialists who design for web, email, SMS, and other electronic forms of output
- Database specialists and/or programmers who ensure that the various databases are accurate and that they are updated to reflect campaign outcomes; these professionals also often create the business rules and define their interaction with the data sources, as well as prepare sample data to enable campaign development without tying up the live databases of the organization.
- A project manager responsible for ensuring a streamlined and effective workflow in developing, implementing, managing and tracking campaigns across various media.

Not every cross-media campaign is a complex coordination across all of these separate disciplines and professionals. Yet it is critical to realize that cross-media campaigns can quickly increase in complexity, and it is important to be prepared for this eventuality.

*A solution for implementing cross-media campaigns must accommodate the diversity of roles and organizations that collaborate in such projects. The ideal solution should (a) enable streamlined collaborative workflow across these vastly different disciplines; and (b) avoid constraining the design/creative process for efficient project management.*



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## XMPie Solutions for Cross-Media

The XMPie suite was designed as a set of next generation cross-media creation-to-production tools with the intent of providing a framework for easy, out-of-the-box cross-media publishing while offering sophisticated functionality that can be leveraged by advanced users. With the XMPie suite, users can achieve true integration of print, email, SMS, web, and other media; interactivity within campaigns; a real-time feedback loop; and the ability to refine data, business rules, or document templates quickly and modularly, in a cross-organizational workflow as shown in Figure 1 below. The objective is to be able to establish an ongoing dialog and sustained relationships with recipients, not as isolated events, but within the context of a strategic integrated communications plan.

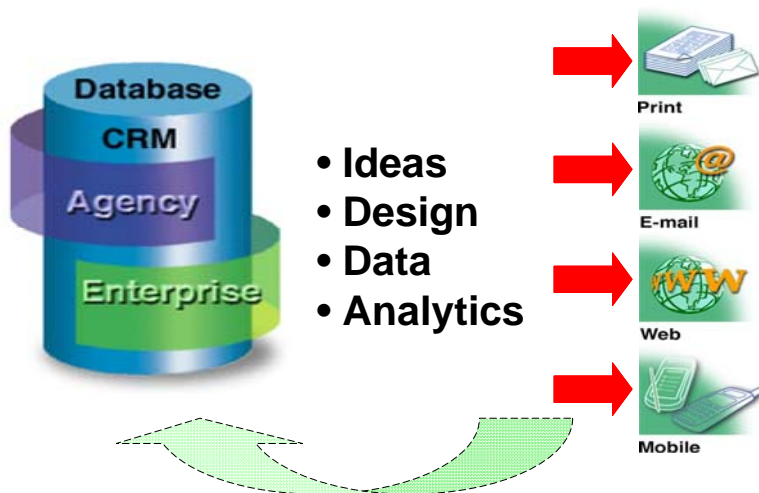


Figure 1: Closed-Loop Cross-media Campaigns

### Unique Technology – The Secret Sauce of the XMPie Solution

The suite of XMPie software solutions for cross-media publishing is based on two foundation elements of XMPie core technology – ADOR® Objects and Interactive Content Ports (ICPs). In their own unique way, these two technologies enable the channel specialization and the sharing across channels of data, rules, and assets that are so critical for successful multi-channel marketing.

### ADOR Technology



Every personalized communication, regardless of media, is the result of marrying a design (possibly personalized) with personalized content. The personalization of content or design is the result of using business rules to compute individual values for a given recipient, based on recipient-specific data, often known as the *recipient profile*, and other data that typically comes from one or more databases.

XMPie's Automatic Dynamic Object Replacement (ADOR) technology bridges design and data in a uniquely modular and flexible way. It is the foundation behind XMPie's hallmark practice of separating the *design*, *logic*, and *data* disciplines. This separation enables the use of discipline-specific tools, each matching the needs and know-how of the professionals in that discipline, and it is the key driver behind the channel specialization and cross-channel consistency that distinguishes XMPie software.

ADOR objects are the foundation of ADOR technology. They are containers for design content (text, graphics, tables, or styles) that changes from recipient to recipient. The actual content of an ADOR Object is computed by business rules (also known as *logic*) that use the various data sources and the recipients' profiles to compute resolved values for ADOR objects. For example, for an ADOR Object called Bike Picture, an image of a Harley Davidson motorcycle will be selected for a person with a profile that indicates a likelihood to undertake a cross-country motorcycle trip, and an image of an entry-level Vespa scooter will be selected for a person with a profile that indicates a likelihood to purchase a cool commute bike for city travel.

Rules in the XMPie solution can initiate activities that are as simple as fetching a value from a database field, or they can cause more complex actions, consisting of a full SQL Query that will extract values from a fully featured, multiple-table relational database. A rule can even be a call for an external function that triggers very complex computations. This richness in the rules language enables live connectivity and interaction with the data sources that drive the campaign, avoiding the need posed by many other solutions to pre-process the data and prepare it for a print production system which, oftentimes can only handle flat tables as a data source.

This live connectivity to data sources and rich, state-of-the-art, rules language grants digital print media nearly equal status among the modern digital media channels, even though print cannot be interactive. With this new equal-citizenship status, digital print becomes a much more viable channel for the marketing professional – it is relevant, timely, flexible, and on-demand, exactly as the other, fully digital, media channels are.

Another unique capability of ADOR Objects is that they can be defined as "read/write" and not just "read." This makes it possible to not only use their values for dynamic content, but also to set values such that they can update one or more data sources with relevant information gathered during the campaign,

*ADOR objects are the key enabler for a collaborative, fully digital and streamlined workflow of the heterogeneous teams of professionals that work together in implementing cross-media campaigns.*

allowing data sources to be updated automatically by the rules system based on recipient responses or other occurrences. In addition, it ensures that the values of all ADOR objects automatically reflect these updates and make these new values immediately available across all channels.

Thus, ADOR objects are the glue that enables designers, programmers, database professionals, and marketing professionals to collaborate efficiently in the development, deployment and monitoring of cross-media campaigns.

- Designers use ADOR Objects to insert dynamic content into their designs. They only need to know the name and type (e.g., “text” or “image”) of an ADOR object, and they have no need to see the rule for that object. As a result, ADOR objects shield the designer from programming and make mastering dynamic document design a natural extension of classical print-focused creative work.
- On the other extreme of the professional spectrum, programmers only focus on computing values for ADOR Objects –developing the rules and the database interaction – and are shielded from the unfamiliar design world and its tools.

*ADOR objects are the key enabler for a collaborative, fully digital and streamlined workflow of the heterogeneous teams of professionals that work together in implementing cross-media campaigns.*

### **Interactive Content Ports**

As we have seen already, integrating the digital media and print worlds is a major challenge for cross-media publishing. ADOR Objects are key elements of the solution, but they cannot address the full scope of the integration challenge. Let’s explore this a bit more.

The world of digital media is digital from design to production. It is always live, and its design disciplines are deeply interwoven with scripting and database technologies. Design tools in the digital media world support connectivity to databases and can integrate personal content with web pages, enabling the creation of dynamic, live, personalized web sites. In addition, the digital-media world is *interactive*, which leads to the ability to establish a real-time dialog with recipients. Forcing web designers to abandon such modern and dynamic design and deployment workflows in order to take advantage of the power of ADOR Objects to gain consistent cross-media communication, while possible, is not the ideal approach. That is why XMPie introduced the concept of Interactive Content Ports, or ICPs.

An ICP is a new architectural layer of XMPie’s ADOR technology that allows

*An ICP translates, for a given list of recipients, the campaign’s business rules and databases into a one-table database whose columns, or attributes, are the ADOR Objects defined by the rules, and whose rows represent the values of such ADOR Objects for each individual recipient from the given list. An attribute can be read-only or read/write, depending on how the ADOR Object was defined by the rules.*

creating, per campaign, virtual databases of the ADOR Objects for a given population (e.g., list of possible recipients). It means that with ICPs one can extract the values of the ADOR Objects for a given recipient through simple database queries rather than explicitly interacting with ADOR Objects, or the campaign's rules and data sources. Hence, with ICP databases, web designers can use their native design and development environment, with its built-in the database and web-services tools, without being forced to learn different workflow and tools in order to make cross-media campaigns work.

With XMPie ICPs, a designer using Adobe Dreamweaver can create dynamic web sites that are automatically synchronous and consistent with an XMPie print campaign. This is done simply by using an ICP of the XMPie campaign as the data source for these web sites. From a workflow perspective, using an ICP is no different than using any other database as a data source. This means there is almost nothing new to learn in order for designers to create dynamic web sites (e.g., personalized landing sites for managing response) that are consistent and synergistic with the print content in the same campaign. Moreover, any updates resulting from activity in these web sites cause the ADOR Objects to be automatically updated. Hence, the new data is immediately and automatically available to every media type driven by the campaign, including print. This automatic synchronicity is made possible because all dynamic content or dynamic design is derived from values of the same ADOR Objects, regardless of target media.

As simple and trivial as ICPs may sound, they are a revolution. They unleash the power and elegance of ADOR Objects and their supporting technologies without the need to change design workflow in the digital media world. In a simple, yet elegant, way, ICPs and ADOR Objects integrate the digital media and print worlds under one umbrella solution.

### ADORs and ICPs in Action

Consider the following example of a cross-media campaign that uses both ADORs and ICPs.

A mobile telephony provider wants to encourage its customers to take advantage of modern 3G mobile technology. The motivation is to derive an increase in revenues, since people with 3G devices consume more content—and more air time and services—than those who use older, less capable cellular technologies.

To encourage adoption, the mobile phone provider approaches existing customers with an attractive offer to upgrade their mobile devices. The specific offer will depend on the customer's *current plan (Base or Unlimited)*, *average monthly bill*, *usage style (Business Applications, Entertainment, or*



Both), and the *current device* the customer is using.

The campaign begins with a personalized postcard that includes a URL directing the recipient to visit a personalized web micro-site (a Response URL™). The micro-site presents visitors with a customized image of their *current device*, their *offer*, as depicted on the postcard, and asks recipients to update their *usage style*.

Once a recipient updates his or her *usage style*, the *offer* is revised in real time, and the recipient is given the opportunity to respond to a modified—and more relevant—offer. When the recipient accepts the offer, the following occurs:

1. A “thank you” SMS is sent in real time to the consumer’s mobile phone, including confirmation of the offer selected and the usage credit
2. A “thank you” postcard, with all relevant information, is mailed to the consumer’s address
3. Internal systems of the mobile provider are updated so that the offer can be fulfilled.

This not only makes for more effective and accurate campaigns, but it meets the expectations of the recipients who expect their information to be updated immediately regardless of media. And all of this is accomplished through the RURL, without the need for cookies or other invasive mechanisms that write back to the recipient’s computer.

### ***IT Issues and Solutions***

IT professionals must ensure that data is secure and that web and network infrastructures can handle the volumes they may be subjected to as a result of a very successful cross-media campaign.

Within the XMPie suite there are a number of safeguards and tools that help IT professionals meet these objectives.

- Web applications generated by XMPie can be decoupled from their generating source so that the uProduce server, which is driving the web site via its ICPs and has the connections to real—possibly sensitive—data, is in a secure internal network environment and only the web site is exposed to the public Internet.
- Web-related chores are offloaded from the uProduce server to the web

*Any application that deals with personal or corporate data carries with it a high sense of urgency relative to security.*

server, leaving both parts to do their work more efficiently, minimizing bandwidth interference between the web interaction and computing required for print publishing production.

- Web activity can be scaled to meet the needs of demanding campaigns by using multiple web servers, all connected to the uProduce server for access to the personalized data.
- Load balancing and other IT high-availability management techniques can be easily and natively applied to the web workflow as well as to the cluster of uProduce servers that may be utilized in the production workflow. Web servers can be co-located or hosted in a geographically disparate location with fast reliable connections between locations.

XMPie solutions were specifically designed with IT professionals in mind. XMPie's configurable, open and scalable approach ensures maximum flexibility to meet the requirements of even the most stringent network administrators.

## Taking Cross-Media to the Next Level

Cross-media publishing, as provided by XMPie, is really about integrating design, print, programming, data, and digital media technologies into one interconnected solution. The integration of these quite different technologies into one harmonious framework, without forcing each individual technology to use a low common denominator, is the unique value of the XMPie solution. It is a state-of-the-art solution for one-to-one publishing across multiple media channels.

But it goes a step farther than that. One-to-one publishing is an execution of the goals and objectives established within a one-to-one marketing framework. The next frontier lies in the integration of one-to-one publishing and one-to-one marketing. The Holy Grail for marketing is an integrated solution that supports the marketing view of a campaign while also supporting its publishing view. This allows marketing executives to control and monitor the events that occur during the life of a campaign, in real time, while also creating a campaign history. By examining this campaign history—how many responded, how many purchased or did not purchase, what was the distribution among the various offers, etc.—marketers are able to test various campaign approaches and refine offers and strategies to maximize results within a very short timeframe. With XMPie, campaign history includes not only the typical information one would expect, such as *id x responded to the 2<sup>nd</sup> postcard*, or *id y visited the Response URL site*, or *id z selected the "purchase now" button*; but it also includes the specific values of the variable information that made up the communication with the individual at that point in time. So, for example, the recorded history will reflect not only that *id x responded by landing on the Response URL site*, but, in addition, it will report that the *usage style of id x was "Business"*, and what the specific *offer* was that *id x* received before responding through the RURL site.

Although this level of information may be available by utilizing other technologies,





it can often involve a complex, prohibitively expensive – and time-consuming – process to extract all of this information from the available raw data. Moreover, there is a deep problem with any approach that provides the information by recreating it for the report from the various raw data sources. Such a process introduces a redundancy in business rules implementation which requires complex coordination between the implementers of the analysis processes and the implementers of the campaign. Thus, due to such complexities, it is unusual for such highly integrated and detailed information to be available to marketers, minimizing their ability to accurately and effectively assess campaign results.

Offering this level of integration between events and campaign information about the individuals opens a whole new world of possibilities, not all of which are even understood as we write this paper. Most critical and promising is the fact that because of the intimate integration between the publishing and marketing aspects of one-to-one communications, marketers can gain insights and a degree of control over campaigns that are either impossible or prohibitively expensive using today's technologies. Hence, the XMPie suite offers a breakthrough solution that will elevate one-to-one marketing to new heights and bring new levels of marketing effectiveness. This elegant, out-of-the-box, solution can grow with the needs of the marketer, and it can be tightly integrated with a wide range of enterprise solutions, delivering the first true, end-to-end, enterprise-level integrated cross-media marketing solution available in the marketplace.

*XMPie is literally revolutionizing the way marketing is done, allowing marketers to make the most out of every customer touch point, and with each and every marketing dollar, truly delivering against the performance and ROI expectations that the Board room now places on the marketing function.*





## Summary

There is no question that cross-media is the wave of the future for marketing communications. Many variable data applications were designed for print-first and can have difficulty translating effectively to non-print media. A true cross-media publishing solution will allow users to take advantage of the power of each individual medium and will not force them to reduce the quality of their campaigns to the lowest common denominator of all media.

- Enable channel specialization as well as cross channel consistency and synergy
- Enable cost effective and timely implementations for first deployment and for further refinements
- Make the print and new media channels as current and relevant as possible, providing for interactivity and outbound communications that are immediately and always reflective of each other, creating relationships and two-way dialogue rather than a series of outbound communications.
- Leverage state-of-the-art, industry-standard tools for creative professionals – across all media channels – and for the programmers and database professionals. Without that, a solution will be limited as to who can effectively use it for developing campaigns, and in the campaigns' ability, especially the new media elements, to meet consumer expectations
- Be a platform that, through APIs and other means, enables integration of the solution to the specific workflows or systems of the various stakeholders.
- Enable deploying solutions that adhere to IT requirements of security and scalability.
- Allow marketers to monitor and track campaigns, manage responses, perform analytics, and refine campaigns from moment to moment and wave to wave, instantaneously, from a single, intuitive interface.

The fusion of one-to-one marketing and one-to-one publishing is the wave of the future for modern business communications, and it opens new horizons for precision marketing. The XMPie suite addresses all of these issues and more. For more information, visit [www.XMPie.com](http://www.XMPie.com).

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## About the Authors

**Jacob Aizikowitz** is a founder of XMPie, and has led the company as its CEO and in other roles since its inception in July, 2000, to becoming the leader in software solutions for variable data publishing and its acquisition by Xerox Corporation in November, 2006.

Prior to XMPie, Jacob was Senior Corporate Director, Systems Technologies at Scitex, where he headed R&D projects that resulted in highly innovative digital printing products. Prior to joining Scitex, Jacob was with IBM Haifa Research Lab, launching its Application, Solutions, and Services group. Jacob was part of the founding team of Electronics For Imaging (NASDAQ: EFII) where he served initially as Director R&D and later as VP Engineering. He holds a Ph.D. in Computer Science from Cornell University. Dr. Aizikowitz can be reached via email at [jacob.aizikowitz@xmpie.com](mailto:jacob.aizikowitz@xmpie.com)

**Cary Sherburne** has led award-winning sales, marketing and communications campaigns for companies including Xerox Corporation, IKON Office Solutions, Bitstream Inc., and Indigo North America. Sherburne is a recognized speaker and author, skilled at building brand awareness and internal/external communications effectiveness. She is also a Senior Editor at online news and analysis site WhatTheyThink.com, writing about issues and trends affecting the printing and publishing industries. Ms. Sherburne can be reached via email at [cary@sherburneassociates.com](mailto:cary@sherburneassociates.com)