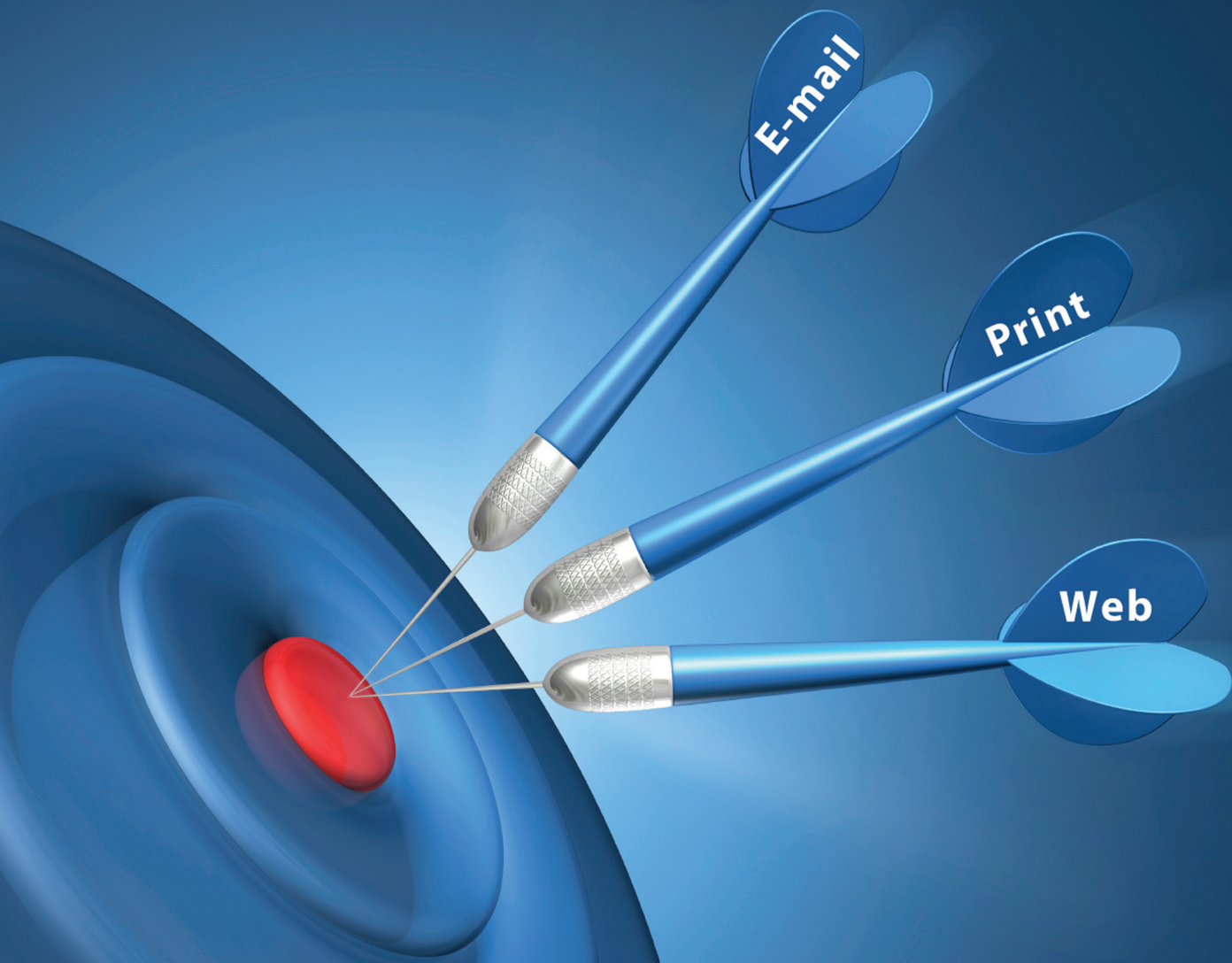


What is your biggest marketing challenge?



Response Rates? Acquisition Rates? Personalization? Feedback?

SOLUTION:  cMARKET™

Your One-Stop Multi-Channel Marketing Solution™

The evolution of technology has made grabbing and retaining the attention of current and potential content consumers more difficult than ever before. Now that devices are multi-purpose, marketing efforts must be multi-channel. Multi-channel campaigns consisting of print and electronic components have response rates three to five times greater than single channel campaigns. Cadmus knows the importance of effective marketing and offers Publishers cMARKET™, a solution for executing multi-channel campaigns with a partner that understands their publishing products. cMARKET is a customized marketplace designed to create opportunities to significantly enhance revenue growth by capitalizing on the proven success of personalized print and electronic marketing. Through cMARKET, Publishers can create dynamic acquisition and retention campaigns with higher response rates, market events, execute surveys, promote custom projects, and more by engaging end-users in a personal interactive experience. cMARKET incorporates the use of target client data, custom campaign content and design, PURL (Personal URL) technology, cSHOP™ online storefronts, and back-end execution using variable data digital print engines, custom fulfillment, e-mail, and direct mail. Eliminate the waste of standard direct mail and capture the attention of end-users with a 1:1 marketing campaign through cMARKET today!

cMARKET simplifies multi-channel marketing by harnessing the powers of personalization, electronic communication, PURL technology, digital printing, and variable data engines in one centralized solution. Data >> Design >> Production >> Feedback...It's that simple!

The Life of a 1:1 Marketing Campaign

A successful 1:1 marketing strategy depends on accurate data creatively used to drive a meaningful message to the intended target. As illustrated below, your campaign should be a dynamic process in which content and execution are continually tested, analyzed and measured, ensuring that you achieve the results you're after.

1. ACCUMULATE DATA

Track and measure information you receive from end-users so you can build the most usable, reliable database.

2. MANAGE AND ANALYZE DATA

Identify "hot buttons" and customize your selling messages.

3. CREATE AND EXECUTE MESSAGES

Identify specific and realistic objectives. Develop a core message and we will help you personalize it to deliver the right message the right way.

4. REACHING END-USERS

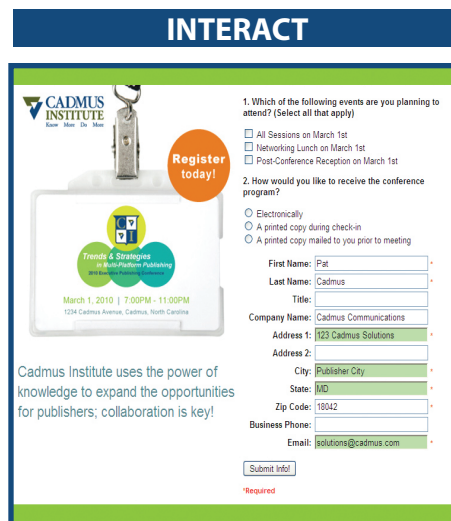
- Direct mail using on-demand variable printing
- Fulfillment and distribution
- Interactive media
- Internet

5. RETURNED DATA ANALYSIS AND REPORTING

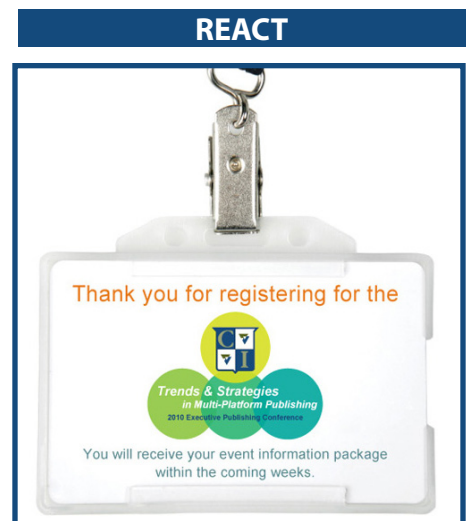
Launching a campaign is only the beginning. Evaluating the data to determine your ROI will decide future campaigns. Our reporting system will let you know the results for those decisions in a real-time environment ensuring that you stay in tune with current market trends.



Provide end-users with print and e-mail direct mail pieces containing their own PURL. Images and the messaging on the direct mail pieces are customizable based on the user data you have available in your database.



The PURL will take users to personalized branded messages on a landing page that is consistent in design with the direct mail pieces. Use survey pages to capture responses to questions and collect or verify additional contact information.



After submitting a response, users can be re-directed to online stores or other web sites to redeem offers or learn more about you. Campaign Administrators can generate reports to gain immediate insight into the campaign's effectiveness to determine additional opportunities.