

# Value propositions

## C-level executives: TransPromo without politics

- TransPromo requires coordination among marketing, database management, IT, print and other lines of business. With GMC Inspire as your TransPromo platform, everyone can work collaboratively, discouraging silo mentality and moving your initiatives forward.
- TransPromo mailings conserve paper and minimize material consumption for sustainable business practices.

## Finance executives: TransPromo documents drive revenue

- Most statement expense comes from postage. GMC Inspire transforms raw data into postal order files ready for the production printer. This makes postal processing easier, and translates into reduced costs for you.
- When statements contain unused white space, some companies pick up additional revenue from selling advertising on their extra space. GMC Inspire makes it possible without making it complicated.

## Production operations: holistic workflow automation

- GMC Inspire automates TransPromo workflow to reduce costs, human error, and turn-around.

## Marketing professionals: more effective use of your budget

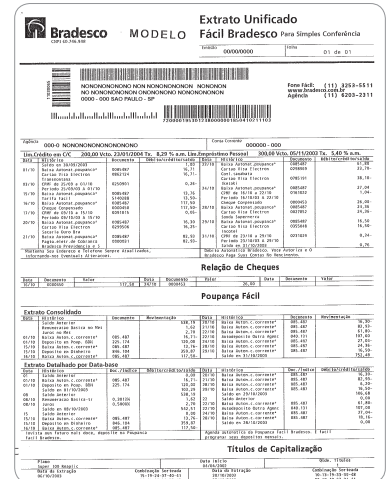
- Moving even a small piece of your direct mail budget to TransPromo can save money, and if done well, it will attract a much better return.
- Use GMC Inspire-based TransPromo communications to support client retention goals and customer relationship management initiatives.

## Compliance officers: digital and paper statements in harmony and in compliance

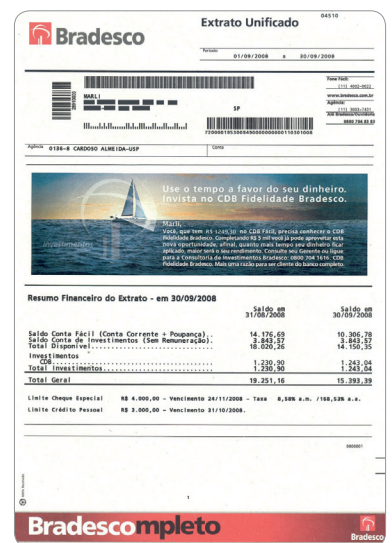
- The popularity of electronic statements hasn't eliminated the need for paper versions. Regulations still require printed, mailed statements for customers that request them.
- A GMC Inspire-based communications strategy can embrace both traditional hardcopy and electronic statements. Integrated approval cycles and version control helps you manage sensitive content.

## Commercial print and data services providers: the added value of TransPromo

- Increase your value to customers through TransPromo services.
- Generate more business for your high-end digital color print systems.



Black and white statements provide functionality and the perfect platform to add marketing messages



Images and color enhance the message and increase response rates

# TransPromo communications: visual appeal and selling power



Reach higher response rates and increase customer satisfaction

## ROI of TransPromo: Visual appeal and selling power

For message delivery and readability, transactional documents like statements stand far above other mailed communications. Promotional messaging is more likely to get attention – and response – when it's embedded in a bank statement or credit card bill.

These hybrid TransPromo documents combine traditional transactional information with variable content and offers that target customers' purchasing patterns. Messages are imprinted directly on the bills and statements using full-color or highlight-color images in the document's white space.



### Smarter way to reach smart customers

Think about the transactional and other documents you produce on a regular basis. What if you could mine the communications value in your statements, invoices, purchase orders and customer letters? With appealing design and relevant personalization, a transactional document becomes a stickier marketing tool to reach customers who already know you. The high cost of customer acquisition doesn't apply because you already own these customers.

### Save money, make money

Banks, credit card issuers, affinity marketers, utilities, retailers, commercial printers, and other direct marketers invest in TransPromo strategies and infrastructure because it works.

Research shows that consumers prefer TransPromo documents to statements with generic inserts. Whether it's a 401(k) to bank statement with embedded cross-selling messages, a utility bill with seasonal content, or a credit card bill that promotes a vacation destination, TransPromo campaigns get results. TransPromo communications are typically 10 times more effective than

## Solution key features

### Heavy lifting for data

Powerful GMC Inspire muscles through jobs involving large input files, multiple data sources, and print volumes in the millions. With one software platform, you can:

- Merge and transform multiple data types
- Repurpose existing transactional documents into personalized promotions
- Deploy TransPromo applications quickly, efficiently and cost effectively
- Compose personalized black & white, spot color and full-color documents
- Generate revenue from embedded advertisements
- Consolidate multiple documents into one envelope to reduce postage

### Multiple sources, multiple formats, one document

TransPromo statements feed on information from CRM, ERP and other external databases. GMC Inspire centralizes data from different enterprise "silos" to build personalized communications with relevant content.

### Use what you have

GMC Inspire creates TransPromo communications from your current direct marketing and statement applications, equipment and workflow. Standards-based GMC Inspire integrates with existing environments because it is compatible with:

- File-based data and direct database connections
- Popular CRM systems
- Content management packages
- Document production workflow
- Archiving systems

### Rapid development, faster results

GMC Inspire lets you create and change TransPromo applications in a fraction of the time it takes with other tools. With GMC Inspire, you can:

- Launch a total statement redesign
- Modify statements using existing print spools
- Simplify and automate business rules that dictate color, text, graphics and promotions

### Variable Messaging Testing

If customers aren't responding to one offer, GMC Inspire lets you quickly try something else.

- Evaluate multiple versions with real-time testing
- Use production resources efficiently for proofing
- Get back to market faster with new offers

inserts; yet add little cost to the production budget because they are embedded in existing statements. And TransPromo can eliminate the wasted expense of inserts that will likely be tossed anyway.

#### From basic to ambitious: relevant data gets results

Your messaging doesn't have to be complex to be effective, it just needs to be relevant. Companies have been successful with just a few well-chosen variables. Whether you start with a simple approach or something more complex involving color, images and tables, GMC Inspire jumpstarts your migration to TransPromo communications.

#### Right size output

Splitting large jobs allows operations to better balance the workload between printers and inserters and maximize their overall production throughput. These become easier to manage for internal production or external for print service providers.

#### Color management maximizes visual impact

Color makes printed communications more effective, and digital printing has made color more affordable. GMC Inspire brings high-impact color to TransPromo applications with some of the best color management tools available.

- Supports standard color specs and spaces
- Maintains color quality in high volume runs
- Stabilizes color files for problem-free processing

#### Single vendor, simplified approach

Building a TransPromo platform from scratch or patchwork of components creates problems. With integrated GMC Inspire modules, you can:

- Source many capabilities through just one partner
- Achieve smoother workflow and automation from integrated design
- Avoid forced purchase of additional bundled components you don't want

## Process to TransPromo communications

