



AMERICAN
LITHO

Bridging the Gap Between Traditional and Digital Marketing

UP
TO **300%**
RETURN ON INVESTMENT





Bridging the gap between traditional and digital marketing delivers a **300%** return on investment!

Today, with more people on digital channels than ever before, it has become exceedingly challenging for marketers to break through the proliferation of email and online advertising to engage their audience.

American Litho recently helped a healthcare customer break through the clutter to achieve incredible success by implementing a blended, integrated strategy, combining digital and direct mail marketing.

How we drove greater results by combining print and digital

We created a “new movers” marketing program, targeting only people who moved into a geographic areas near the centers of care within the last 30 days.

The campaign, kicked off with an introductory welcome postcard, followed by an email blast, which, when clicked through, triggered a self-mailer with additional information and a time-sensitive call-to-action using a QR Code.



There were **over 100** different locations for this client, each mail recipient was given specific location information based on the closest facility to their physical address.

The postcard, email blast and self-mailer included Personalized URLs (pURLs), as part of the multi-touch marketing campaign.

Utilizing PURLs helped drive the target audience to a personalized landing page, customized with the recipient's name, to help increase conversion rates.

Just the facts

Studies show that customers spend up to

25% more

when businesses use a combination of email and personalized direct mail.

According to a Boingnet study, pURLs can increase response by

3x

for B2B campaigns.

Accenture found that

75%

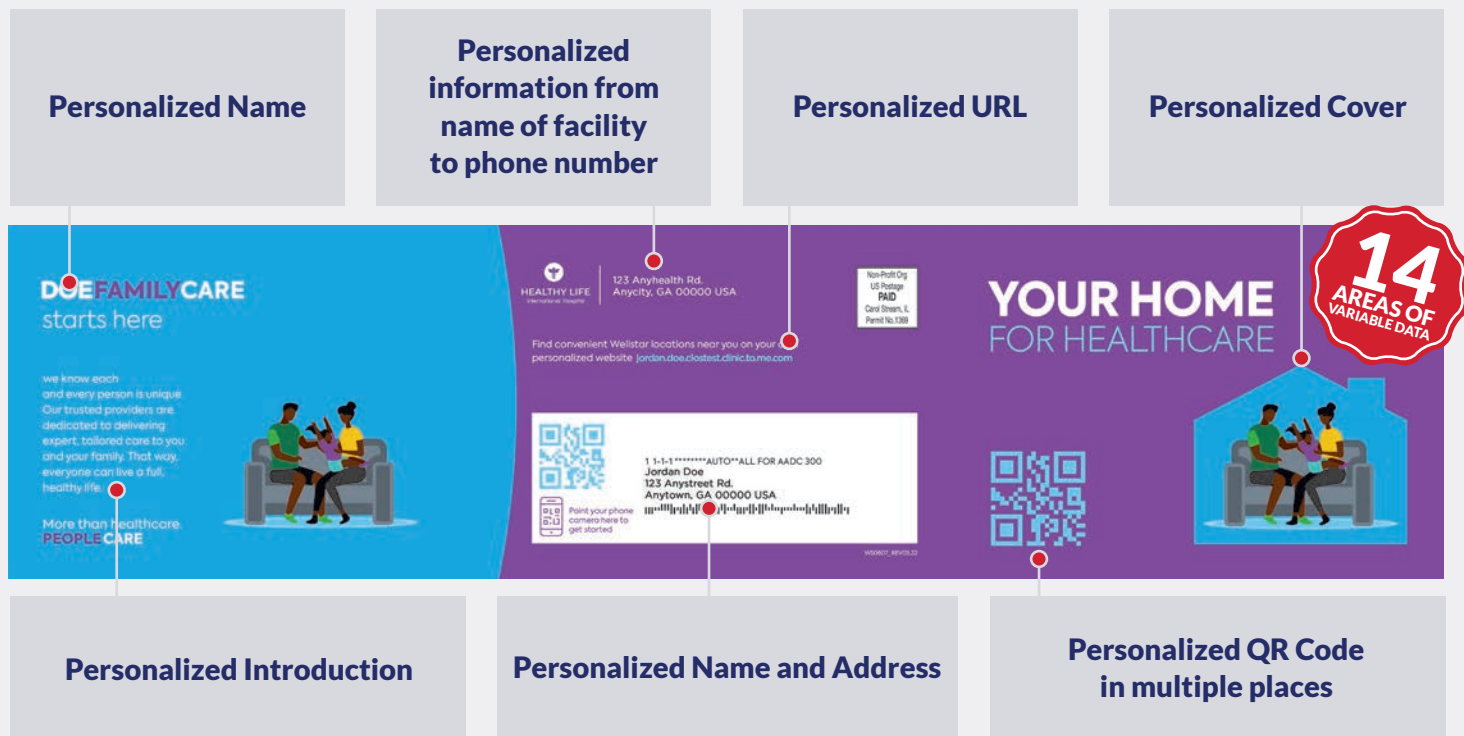
of consumers are more likely to buy when you show you recognize them and provide recommendations based on their unique needs.



Increase your ROI: Personalize

Highly personalized marketing materials can deeply engage your customers, build loyalty and drive your return on investment. In fact, Accenture found that **75% of consumers** are more likely to buy when you show you recognize them as individuals and provide recommendations based on their unique wants and needs.

American Litho has a proven process for creating highly personalized, highly effective direct mail and related marketing materials on our state-of-the-art digital press platform, generating impressive results. The postcard below was produced on our (HP12000) digital press giving us 100% variable print area for each individual piece, meaning every person received a uniquely personalized mail piece. With 75% of the card containing individualized content, we were sure the piece would generate a high response rate.



This physicians group had over 120 different facility locations, each offering specific procedural and medical specialties. The closest location by mileage was matched to the recipient's physical address, the new mover received personalized messaging for the top six best matched facility type.

“American Litho was able to dig deep to find these new movers using their **Amerilytics** digital acquisition tool kit. Delivering excellent prospective customers that resulted in a high conversion rate, and no duplicates.”

Satisfied Customer

More sales and deeper customer engagement with the power of Amerilytics.



American Litho has the big-data expertise to help you reach new levels of profitability with every marketing campaign you launch. Whether you're planning a major direct mail push, a mobile campaign or an innovative approach using addressable geofencing and retargeting, we have cutting-edge data analytics you need to achieve your goals.

With Amerilytics, our proprietary data analytics suite, we will unearth the gold hiding in your customer data, bringing these insights together with larger data sets to offer you a true strategic advantage. Imagine the possibilities when you take advantage of:



**Data-Driven
Personalization**



Addressable GPS



Web-to-print



**Retargeting
Strategies**



**Predictive
Modeling**



**Email
Appending**



Banner Ads



**Conversion
Zones**



**Trigger
Programs**

As you plan future marketing, now is the perfect time to bridge the gap between traditional and digital marketing. If you are a digital marketer or internet-based business and your current strategy isn't getting the results you need, let's get in touch and see how Amerilytics can help bring more value to your customers.

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GET STARTED NOW!

