



## GI Solutions Group highlights multi-channel capabilities at ECMOD 2009

September 2009

GI Solutions Group, the integrated direct marketing and multi-channel customer communications specialist, will be attending ECMOD 2009 where it will be highlighting how its digital, data and multi-channel capabilities can be optimised by e-commerce and mail order clients to retain and attract customers.

With the number of media touchpoints increasing and consumers taking more and more control of which channels they wish to receive marketing communications through, running campaigns via multiple channels is becoming a must.

GI Solutions Group operates the first site in Europe to be beta testing Kodak's Insite Campaign Manager software, which allows them to manage personalised, integrated campaigns efficiently and cost-effectively. Campaigns involving personalised mail, email, SMS messaging and PURLs can be planned, carried out and measured accurately and with increased success rates.

GI Solutions Group will also be underlining the importance of personalisation. Using the latest data platforms and variable print technology means catalogues and e-retailers can apply a high level of personalisation to customer communications and prospecting campaigns. Businesses worried about tightened budgets can be put off by the cost of variable print but its very nature means lower volumes can maintain, if not improve, response rates due to better targeting.

With today's techniques the options for personalisation are seemingly endless. Customer and prospect data can be used to alter colour and text for each individual recipient, and also be applied to content, creative, format and envelope. Images within a mailing can even be personalised with the recipient's name.

But personalisation doesn't end with direct mail. Thanks to a constant barrage of marketing messages customers are resisting those that are badly thought out. Consistency of message, personalisation and creative across all touchpoints is essential when conducting an integrated campaign.

To find out more about how GI Solutions Group can help you target your mail order customers, visit stand 304 at ECMOD 2009 on the 7th-8th October at Earls Court Exhibition and Conference Centre in London.

- ENDS -

### About GI Solutions Group

At GI Solutions Group, we help you talk, interact and communicate with your customers through whichever channel – or combination of channels - is most effective.

In a nutshell, we are a complete direct marketing production house and database marketing services provider. We have the expertise and capability, under a single roof, to help you:

- Understand your customers and their behaviour better
- Pinpoint their value and their future importance for you
- Focus marketing effort where it will keep and grow the customers you want
- Produce strategies to measurably improve revenue and profitability
- Create, produce and distribute single or multi-channel campaigns based on these strategies
- Capture people's responses and use them to refine campaign productivity

For more information, please visit [www.gi-solutionsgroup.com](http://www.gi-solutionsgroup.com) or [www.creativeformats.com](http://www.creativeformats.com)

