

Transactional Marketing

An Opportunity for Growth

A Market Segment Series

Catalogues

Digital Packaging

Direct Mail

Marketing Service Provider

Photo Publishing

Publishing

Transactional Marketing



Marketers and their partners have long understood the benefits of maximising the messaging space on transactional “must read” documents.

Even if you are already well established, this guide will provide new insights into the market landscape, as well as information you can use to enhance your strategic partnership with your clients.

90 Billion Ways to Transform Customer Communications

Innovations in technology, workflow, automation and personalisation are expanding print service providers' abilities to turn everyday customer communication materials – like bills, statements, invoices and other transactional documents – into an ongoing dialogue with their recipients.

By 2019, more than **90 billion** colour transactional document pages will be printed annually on digital devices in the U.S. and Western Europe – a compound annual growth rate of **6.8%.***



Looking at the Numbers

To benefit from this market opportunity, it's critical that you understand the power and potential of transactional marketing to extend and add value to critical communications.

Considering the huge open-and-read rates for transactional documents, consumers are spending upwards of three to five minutes¹ with these documents in hand. And many businesses are focusing on enhancing these documents, as a 2015 InfoTrends study of 800 marketers found that 72% are moving from monochrome to full colour and 74% are adding targeted messaging.



¹ Annual State of the Transactional Communications Market Survey, InfoTrends, 2015

² Customer Engagement Technologies State of the Market Study, InfoTrends, 2015



72% of your clients say mail is an important channel to their customer communication strategy.²

74% of marketers are adding targeted messages to their transactional communications.²

3 to 5 minutes is the average amount of time your client's customer will spend with a transactional communication.¹

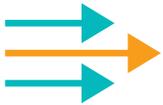
Playing to Win

Here are some conversation starters to convey the value you can bring to your clients' business.



Doing More With Less

Marketers are always looking to do more with less, so offer them the ability to turn a critical customer touchpoint into an effective marketing vehicle. By incorporating targeted marketing messages, they can significantly elevate the value and effectiveness of their transactional communications while reducing costs.



Maximising the Mail Stream

Business owners are focused on finding ways to better manage costs. By including marketing messaging into transactional communications already destined for the mail stream, they'll reduce mailings and save money.



Driving New Revenue Streams

Savvy organisations are treating the white space on a document like a billboard and using it to promote complementary products and services – either internally or by selling the real estate to partners. This provides an opportunity to leverage an idle asset to generate revenue.



Critical Insights You Need to Know

STATE OF THE INDUSTRY

Tapping into a growing segment

By 2019

90 Billion

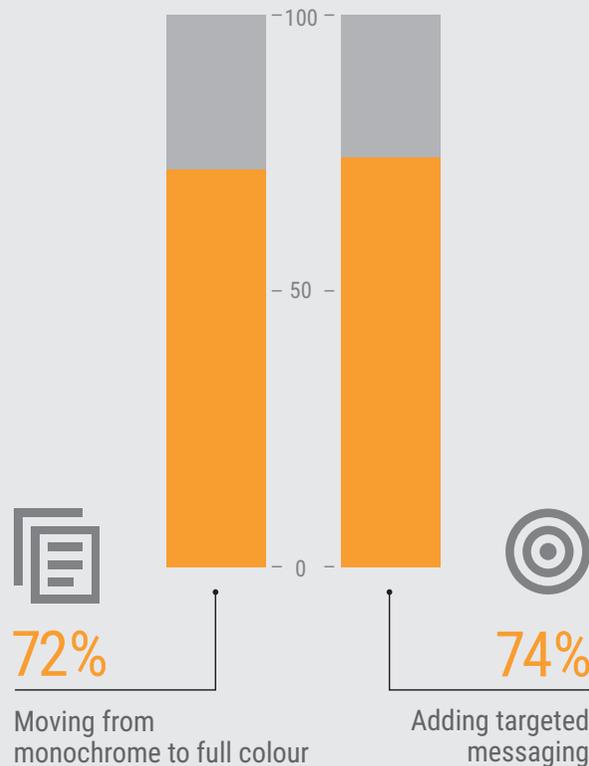
Colour transactional document pages will be printed annually on digital devices

A compound annual growth rate of

6.8%

Enhancing communications is a priority

Those who have, are planning, or are in the process of:



Relevancy takes precedence

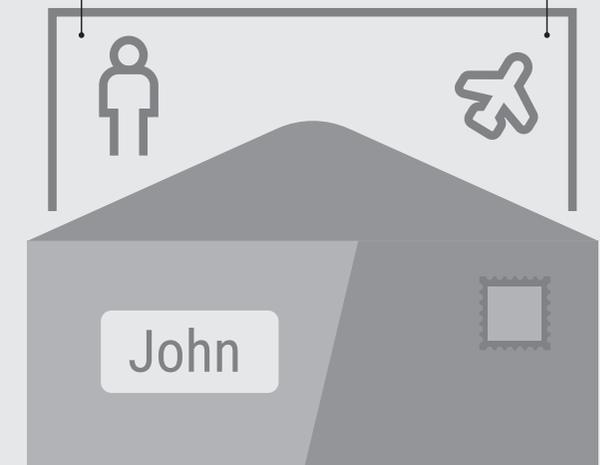
How will customer experiences improve through communications?

39%

Better tailored offerings

38%

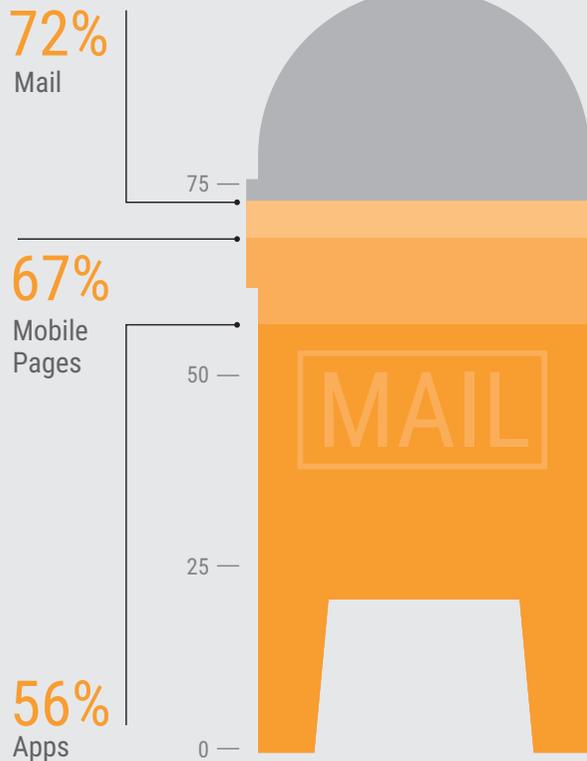
Better data-driven personalisation and relevant communications



SURVEY OF MARKETERS

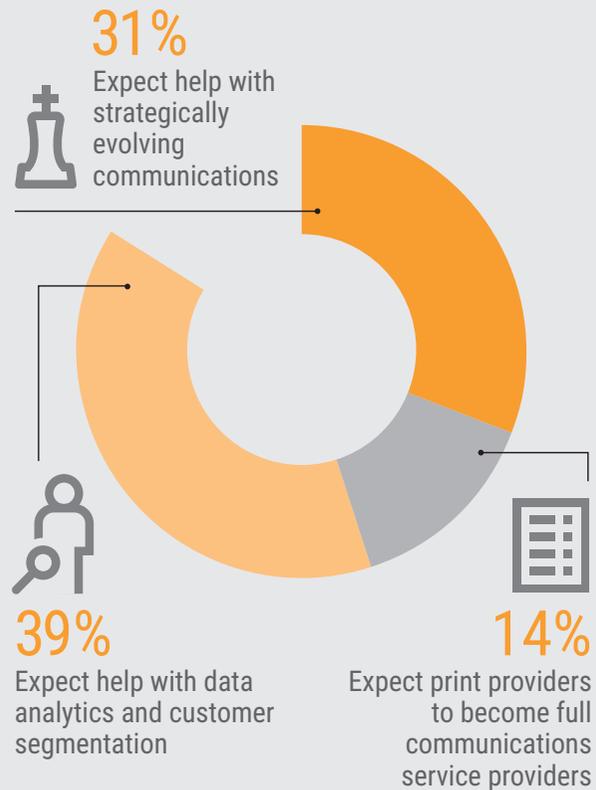
Mail is a critical channel

How important are the following channels?



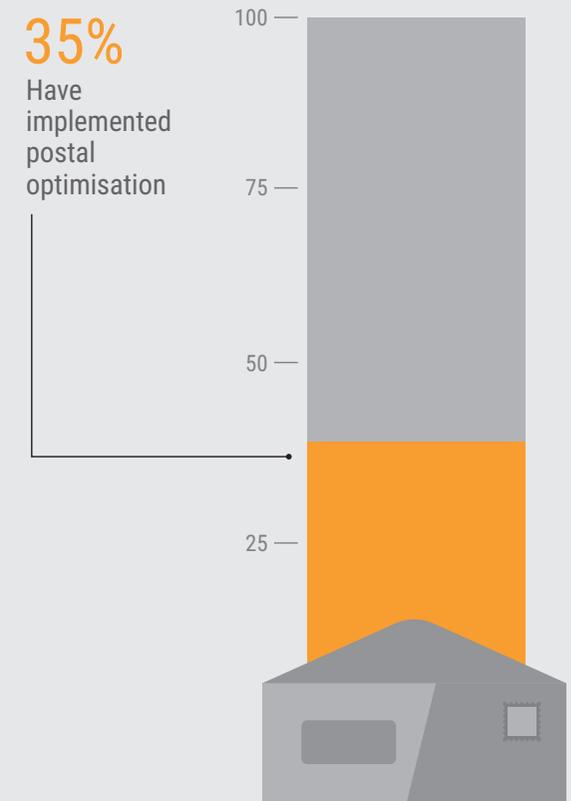
High levels of support expected

How will relationships with print providers evolve?



Mailing consolidation is a key initiative

35%
Have implemented postal optimisation



By **2018**, I.T. Strategies projects **2/3** of continuous feed transaction pages will be printed using production inkjet devices.



How can you tap into this profitable business opportunity? Here are four critical must-haves.

Getting in the Game

1

Intelligent Document Design Skills

➤ **Develop** or partner with a firm that has deep expertise in colour and transactional document design to drive the most effective use of transactional communications and production inkjet technologies.

2

Data That Delivers

➤ **Acquire** a fundamental knowledge of how to work with data in many formats. By having a clear understanding of how to use data strategically, you can help improve bottom line results for your customers.

3

Operational Efficiency

➤ **Create** operational efficiency with an end-to-end approach driven by automation. This means removing as many steps as possible, starting with delivery of paper to the press through printing, automating trimming, finishing and inserting documents into envelopes.

4

A Consultative Approach

➤ **Ensure** success of a transactional marketing communication programme by acting as the glue binding all owners and stakeholders in the value chain, such as finance, legal, marketing and IT.

Transformation in Action

Dynamic Transactional Statements Drive Patient Financial Engagement

United States

Apex Revenue Technologies

www.apexrevtech.com

Opportunity

In the wake of regulatory demands, the healthcare industry is also dealing with dramatic changes in the way customers select and pay for their services. Recognising traditional, static patient billing is no longer sufficient, Apex Revenue Technologies created a more dynamic transactional statement platform.

Transformation

To address the market need, Apex produced an intelligent, dynamic communications engine (Apex Connect™) that leverages patient data to compose statements from content stored in messaging libraries. Statements are designed to inspire specific and desired actions to drive better financial results for the healthcare provider and provide a better patient experience.

On the average, Apex customers on this platform increase electronic revenue by 350% over previous statement products, increase overall cash yield by 10% and reduce costs by 10%.

“Our approach is not only innovative, it’s proven. We clearly differentiate the value we provide to the market, which is fuelling our business growth. Most importantly, with Xerox® technology and workflow, we deliver this product to patients every day to help them find better, more appropriate payment solutions.”

– Patrick Maurer, President
Apex Revenue Technologies

New Technology, Delivering Better Results

United Kingdom

Capita document & information services

www.capita-dis.co.uk

Opportunity

With the mandate to differentiate themselves, Capita created a unique automated, white-paper solution, managing client data from origination to mailbag through a simplified, co-mingled workstream. This has helped add value to current clients, win new clients and reduce the costs associated with managing stocks of pre-printed forms and envelopes.

Transformation

Capita’s new technology solution produces letters and envelopes on Xerox® Impika® Inkjet presses, allowing clients to create 100% personalised mailings efficiently, quickly and securely. Each individual envelope and inserted document can be highly customised with relevant marketing messages, helping to

deliver customer intimacy and improved response rates. Capita’s commitment is to reduce costs, increase customer engagement and secure data integrity while protecting the client’s brand – all with a low carbon footprint.

“Our new print facility harnesses incredible, state-of-the-art technology from Xerox and their partners, which helps our clients get highly personalised transactional and marketing communications to the right customers or prospects – first time and every time.”

– Craig Hall, Managing Director of Document and Information Services, Capita

Empowering Transformation

With a robust portfolio of digital technology, automation offerings and business development support, Xerox is driving transformation in the transactional communications market.

Here's just a sampling for your consideration. See more at www.xerox.co.uk/production.

Market-Leading Technology

- **Xerox® Brenva™ HD Production Inkjet Press**, a cut-sheet inkjet device, is ideal for those looking to capitalise on the economics of inkjet printing but require all the versatility of a cut-sheet package.
- **Xerox® Rialto® 900 Inkjet Press**, with the world's first fully integrated, narrow web, roll-to-cut-sheet design, is for those seeking a smaller footprint and lower entry point into production inkjet technology.



Xerox® Brenva™ HD Production Inkjet Press



Xerox® Rialto® 900 Inkjet Press



Xerox® Trivor™ 2400 Inkjet Press

- **Xerox® Trivor™ 2400 Inkjet Press** maximises productivity and offers automated image quality advancements inside a highly flexible system. The result is a press that delivers the quality and reliability your business depends on today, while providing scalable options to protect your investment for the future.
- **Xerox® Impika® Inkjet Presses** provide a flexible range of solutions to meet all your inkjet needs, while offering scalability to ensure your investment is protected in the future.
- **Xerox® CiPress® Production Inkjet System** uses waterless ink technology that produces consistent and vibrant colour on a range of low-grade and lightweight offset papers, helping to simplify production and reduce mailing costs.
- **Xerox Nuvera® Production Systems** offer industry-leading black-and-white quality and reliability in a variety of modular configurations.



Visit www.xerox.co.uk/production.

Workflow Automation

With our award-winning Xerox® workflow portfolio and working collaboratively with our partners, we have assembled the industry's most comprehensive array of workflow solutions to help you improve how you process transactional communications.

- **Xerox® FreeFlow® Variable Information Suite** of variable data tools allows you to personalise your communications quickly, cost effectively and automatically – all while driving your print engines at rated speeds.
- For input data streams, composition, prepress and more, you'll find solutions from GMC, Chemistry by Solimar and Compart to fit your specific needs and unique business environment.



Visit www.xerox.co.uk/workflow.

Business Development and Professional Services

The Xerox® ProfitAccelerator® programme, with a portfolio of 100+ tools, resources and training services, is designed to support your efforts from sales and marketing, business planning, operations and new application development.

Other services help to:

- Identify integration opportunities with current print operation support systems
- Assist in the migration of legacy applications
- Provide education for creating effective digital colour communications
- Design an optimised workflow tailored to your requirements



Visit www.XeroxDigitalHotSpot.com.



Xerox® Impika® Inkjet Presses



Xerox® CiPress® Production Inkjet System



Xerox Nuvera® Production Systems

Discover more opportunities in this Market Segment Series.



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This series provides insights and practical advice on how to thrive in seven business-boosting markets for print providers. See more at www.xerox.co.uk/applicationseries.

We're Xerox.

Xerox helps print providers work better by combining people, processes and technology in more efficient and cost-effective ways.

To find out more, visit www.xerox.co.uk/production.