

# Pageflex Campaign Manager



PAGEFLEX®

## Key Benefits

Pageflex Campaign Manager lets you:

- Rapidly create and launch response-driven marketing campaigns
- Deliver personalized print and e-mail messages
- Create pURLs, personalized landing pages, and personal microsites
- Generate single and multi-page forms and surveys
- Automate follow-up e-mail messages
- Conduct add-a-friend viral campaigns
- Receive real-time reporting of campaign effectiveness
- Track undeliverable emails via integration with SMTP server
- Sell your campaign services with Pageflex Storefront
- Automate conversion of high-res print images to digital formats.
- Use the published Pageflex Campaign Manager API to synchronize with a CRM system, generate custom reports, and achieve other project-specific requirements

## Effective Multi-Channel Direct Marketing

In the past, marketers would create one message and cast that message out to as many people as possible. Today, marketers know that the power of marketing means creating a message that speaks directly to your target audience and delivering that message in a way that cuts through the noise using a variety of communication channels.

To be successful, marketers need Pageflex Campaign Manager.

Pageflex Campaign Manager gives you greater reach into your target market by delivering a message written just for them in a medium that speaks directly to them.

With Pageflex Campaign Manager you can produce:

- **Personalized Email Campaigns** – Use what you know about your recipient to create personalized email messages. These personalized messages can be used to announce special discounts, make product recommendations, promote your news; the possibilities are only limited by your own marketing ingenuity.



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## One Technology, a Variety of Direct Marketing Campaigns

- **pURLs** – Drive a better response for your print and email campaigns by using an Internet link that includes the recipient's name. A personalized URL (pURL) takes the recipient to a website that includes a message targeted specifically to them, including discounts, products, services.
- **Forms and Surveys** – Use a wizard to create forms and surveys on the pURL microsite, which will yield valuable feedback from your prospects, including product interest, purchasing intentions, and satisfaction levels.
- **Conditional Workflows** – Pageflex Campaign Manager enables you to develop the type of campaign you need. From simple email campaigns to more complex campaigns that include pURL sites with branching workflows where the choices a campaign recipient makes on one web page at their pURL microsite drives the creation of the subsequent pages in the visit.
- **Powerful Tracking Reports** – Provide detailed online tracking reports to your clients in real time as recipients are responding to the campaign. Use this information to measure the campaign's ROI, justify marketing investments, and help define the next steps in your campaign.

customize the content and upload a datalist of recipients all in a self-serve mode without leaving Pageflex Storefront or needing to interact with your staff. They even schedule when the campaign goes out and can track results within your Pageflex Storefront web site.

Together, Pageflex Storefront and Pageflex Campaign Manager make it easier to sell cross media campaigns to your clients, while giving your business a new line of revenue.



We always seek out leading-edge technology to provide our customers with increased response rates and a better return on their marketing investment. The campaign tracking feature in Campaign Manager advances that goal by enabling us to track, evaluate, and report on every aspect of a campaign.



-- Tom Veitch,  
President of Standard Offset Printing

## Sell Your Multi-Channel Campaign Services with Pageflex Storefront

Pageflex Storefront is used by marketing service providers and corporations to create online document management sites where people can order a range of items, including campaigns created with Pageflex Campaign Manager. You build the structure of a common campaign in Pageflex Campaign Manager and then place it in your Pageflex Storefront online catalog. Your clients can select the campaign,

To learn more about Pageflex Campaign Manager and our complete range of products, contact us at [sales@pageflex.com](mailto:sales@pageflex.com) or by calling 800.551.0549 or +1 617.520.8600.