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## Multi-Channel Communications Measurement and Benchmarking

- Measurement and benchmarking requirements from the marketing professional
- Services offered by print service providers (PSPs) & marketing service providers (MSPs)
- Marketing campaign measurement trends
- Multi-channel communications solutions



*InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com).*

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## Who Should Subscribe?

**Equipment providers** seeking to maximize their market fit, relevance, and unit and page volumes.

**Print Service Providers** who wish to participate in the more lucrative marketing value chain by providing an array of services in the marketing process from campaign inception to program execution.

**Marketing Service Providers** who have implemented or are planning to implement multi-channel communications solutions and services and wish to gain an understanding of overall industry directions and specific technology and vendor evaluation

**Marketing Professionals** in search of definitive market information about MSPs and PSPs that can assist them in developing multi-channel marketing strategies with built-in measurement metrics and benchmarking tools.

**Investors** who wish to arm themselves with the most up-to-date market intelligence to aid them in investment decision making.

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## Introduction

Marketers need to more effectively and efficiently communicate with consumers as well as validate ROI against marketing dollars spent. Graphic communications service providers have a significant opportunity to help marketers with this challenge and thereby take advantage of a more lucrative marketing value chain.

Multi-channel communications help marketers measure the effectiveness of marketing campaigns by providing real-time metrics for monitoring, measuring, and benchmarking campaign success – vital to any marketer. Additionally, multi-channel communications provide the PSP/MSP with new value-added service opportunities such as E-mail campaigns, Web design, personalized URLs, and marketing campaign management.

InfoTrends has been monitoring multi-channel communication solutions since their inception. For many PSPs, adopting this technology has proven a daunting task and the market was initially slow to adopt. Over the last couple of years, however, the breadth of multi-channel communication solutions and services available has expanded significantly and InfoTrends has seen a rise in market adoption.

InfoTrends has a rich tradition of providing leading research on these types of market dynamics. We believe it is time to perform an in-depth assessment of the changes that have taken place with measurement and benchmarking metrics derived from multi-channel marketing communications as well as the benefits associated with those changes. Additionally, with the help of our clients, we would also like to evaluate the future course of the multi-channel communications industry.

This new study, *Multi-channel Communications Measurement and Benchmarking*, will provide a complete analysis of the needs of marketing executives, an understanding of the impact that multi-channel communications is having on the ability to track and measure campaign results today, and the effects multi-channel communications will have in the future. It will provide context and direction for PSPs, MSPs, enterprises, equipment suppliers, and solution participants across the industry value chain.

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## Project Objectives

- Establish the importance of campaign measurement metrics
- Understand how key enterprise marketing initiatives are affecting user requirements for campaign management
  - Marketing Performance Measurement (MPM) solutions
  - Enterprise Content Management (ECM) solutions
  - Customer Relationship Management (CRM) solutions
  - Sales Force Automation (SFA) solutions
- Demonstrate how multi-channel communications impact measurement metrics
  - Investigate tracking metrics
  - Illustrate the importance of surveys
  - Investigate Lead Generation and Feedback Loop
- Look at best-of-breed case studies and outline best practices
- Learn from the marketing professional about the need, requirements, and benefits of multi-channel marketing
- Learn from PSPs/MSPs who have successfully implemented campaign measurement metrics
- Highlight multi-channel communications solutions used for marketing measurement and benchmarking

## Market Research

### Profiles of Innovative PSPs and MSPs (8-10)

InfoTrends will provide profiles of innovative PSPs and MSPs that are exploiting multi-channel communications. Detailed descriptions of how these companies are using the systems will be provided, based on visits to their Web sites, secondary research, and interviews with the appropriate individuals at these companies.

### Structured Surveys with PSPs and MSPs (300)

InfoTrends will deploy structured surveys with PSPs and MSPs from populations that are using multi-channel communications, as well as from populations that are not. These interviews will explore the reasons print service providers are adopting these solutions, as well as the reasons some are refraining from doing so. They will also document the benefits PSPs/MSPs are experiencing as a result of their use of these systems.

### Interviews with Marketing Professionals (8-10)

InfoTrends will conduct interviews with marketing professionals that are currently effectively utilizing measurement and benchmarking solutions. These interviews will provide insights into the driving factors for using the multi-channel communications, campaign management dashboards and measurement metrics, the expected and actual benefits, and the unmet needs of companies that have experience using solutions.

### Structured Surveys with Marketing Professionals (100-150)

InfoTrends will deploy structured surveys with marketing professionals about marketing communications and measurement metrics. This broader set of interviews is essential to generating an understanding of the overall market, agency relationships, roles and responsibilities in defining marketing value and ROI, bottlenecks and problems, and plans and perceptions regarding campaign measurement and benchmarking models. For both the interviews and structured

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surveys, InfoTrends anticipates that many of these participants will be chief marketing officers (CMO), VPs of marketing, directors of marketing, marketing managers, event marketing managers, or agency executives.

The research process will involve scrutiny of the relevant trade press and government reports and data. Existing InfoTrends data and reports will be of more immediate and practical value and will be used to size and forecast the market. The project team will review published information to develop a foundation on current market size, key industry segments, and overall growth trends. Previous InfoTrends research on the North American market will help identify applications, barriers, and enablers to market development, as well as factors for success demonstrated by leading users.

## Analysis & Project Deliverables

InfoTrends' professional staff will perform extensive analysis of the desk research, one-on-one interviews, and structured surveys to develop an understanding of the opportunities and issues surrounding multi-channel communications measurement and benchmarking initiatives and the dynamics of this market. Clients will receive a combination of reports, presentation materials, and data for use by senior management, product managers and planners, sales staff, and marketing executives and managers. These materials will include:

- An executive summary that addresses key issues and presents findings and salient recommendations
- A detailed written report with text, charts, tables, and graphs that presents the detailed findings of the research, including case studies as described above
- A set of presentation-style overheads to assist subscribers with their internal communication of the objectives, findings, and recommendations
- A data book containing details generated by the structured surveys for use by the subscribers in further analysis and segmentation

## Representative Content

- Market size and growth rate for multi-channel market segments
- Benefits of measurement and benchmarking throughout the value chain
- Current state and evolution of multi-channel communications measurement and benchmarking business models
- Customer requirements and behavior relative to print campaign measurement metrics
- Key PSPs/MSPs utilizing multi-channel measurement and benchmarking solutions today, including current business models and future strategies
- Key multi-channel communications solution providers
- Critical industry success factors for campaign measurement and benchmarking in the future

## Project Schedule

InfoTrends intends to begin the project in June 2008 and complete in December 2008. Throughout the project, InfoTrends will issue regular updates on the project status.

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## Terms and Conditions

### Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

### Copyrights

InfoTrends retains all copyrights. The reproduction of any materials is prohibited without written consent from InfoTrends.

### Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the printing and publishing industries.

### Timely Delivery

InfoTrends will take all reasonable steps to ensure that the time scales called for by the proposed study are met in accordance with the agreed-upon schedule, but no liability can be accepted for the consequences of delays, howsoever caused.

### Terms

One half of fee upon initiation and one half upon report delivery.

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## Authorization Form

### Multi-Channel Communications Measurement and Benchmarking

For more information on the study or how to order, please send an e-mail to [sales@infotrends.com](mailto:sales@infotrends.com).

Please enter my order as follows (fax completed form to +1 781 616 2121):

- |  |                              |
|--|------------------------------|
| <input type="checkbox"/> Early subscriber (before 6/30/08) | \$11,995                     |
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