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Abstract

Customized Communications: TransPromo

Report Fast Facts

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Abstract

This document is part of a series of strategic assessments that help hardware and software suppliers understand the technology and market opportunity for every segment of Customized Communications. This document provides a definition of TransPromo and recalls InfoTrends' 2007 strategic assessment entitled The TransPromo Revolution: The Time is Now! with updated measurement and metrics. It confirms previously forecasted growth trends and increased adoption rates of transpromotional marketing strategies by document owners. In addition, this document explains the target markets for vendors that offer this technology and provides examples of applications and strategies for identifying and selling Customized Communications in different market segments.

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Introduction

Consumers today are bombarded with thousands of promotional messages on a daily basis, from television and radio ads to outdoor advertising and Web ads. Marketers face the challenge of getting their messages out in a way that breaks through this clutter and encourages recipients to engage in desired behaviors, which can range from simply recognizing a brand to changing investment strategies or purchasing the latest product or service the marketer represents. Increasingly, marketers are using the tried and true monthly communications medium—the statement—as well as other transactional documents in new and different ways to ensure that their messages are noticed. This method of advertising is referred to as transpromotional, or TransPromo, communications and it is creating a significant buzz.

TransPromo communications provide an opportunity to blend marketing messages with must-read transaction statements, invoices, confirmations, benefits explanations, and other notifications to influence behavior and ultimately drive business volume.

This white paper defines TransPromo communications and the market opportunity they represent for marketers, suppliers, and print service providers; discusses the rationale for its use; touches on challenges and considerations related to the implementation process; and provides some thought-provoking recommendations and conclusions for marketers and print service providers considering leveraging this type of communication.

Methodology

In preparation for the production of this white paper, InfoTrends conducted interviews with a number of print service providers and marketing executives who have added or are planning to add TransPromo communications to their marketing mix. InfoTrends also conducted desk research to glean information from a number of sources and reviewed relevant research reports, including *The Future of Mail 2006: Direct Mail, Transaction, and “Transpromotional” Documents*, which examines the future of direct mail and transaction documents in North America and the adoption of “transpromotional” strategies. We also include data from InfoTrends’ 2008 document entitled *Trans Meets Promo...Is It More Than Market Hype?*, which examines the latest trends and spends among direct marketers as they increasingly incorporate digital color, transactional, and multi-channel strategies into their marketing mix.

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