

August 18, 2008

Abstract

Customized Communications: TransPromo

Report Fast Facts

Published: August 2008

Pages: 27

Tables & Figures: 16

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Abstract

This document is part of a series of strategic assessments that help print service providers understand the technology and market opportunity for every segment of Customized Communications. This document provides a definition of TransPromo communications, introduces the technology available on the market today, discusses the needs of document owners, and outlines new revenue opportunities. It also provides examples of applications and strategies for identifying and selling Customized Communications in different market segments.

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Introduction

This document provides a definition of TransPromo communications and identifies the market opportunity that these transactional document solutions offer print service providers. It discusses the needs of document owners and marketing professionals for more relevant and more effective business and marketing communications, translating those into business opportunities and requirements for print service providers who wish to effectively serve those customers. It also provides examples of TransPromo communications applications and a representative list of TransPromo solutions available in the marketplace.

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, ranging 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 market buzz.

Over the past 18 months, a combination of new technologies, postal changes, and market conditions have created an environment in which transaction documents such as statements, invoices, and notifications can be used effectively to generate sales and long-term relationships. Companies are starting to use these communications to create ongoing, sustainable customer dialogues that promote products and services in addition to communicating transactional information. This transition is being coined the “TransPromo revolution,” and it is resulting in the use of more attractive, easier-to-understand statements that encourage buying and other desired behaviors.

With increased pressure from the boardroom for marketers to demonstrate a reasonable return on investment (ROI) on marketing spend, marketers are seeking innovative ways to communicate with customers in a manner that is more likely to ensure that their messages actually reach recipients.

Because 95% of transaction documents are opened and read, they provide an excellent vehicle for reaching customers with other types of messages and information. Studies have shown that on average, a consumer will spend one to three minutes reviewing a bill—that is how much time the marketer has to capture a recipient’s attention when using the transactional document as a marketing tool. There is no question that TransPromo communications carry an incremental cost, but many marketers are finding that their return on investment from TransPromo communications more than offsets this cost.

Current technology is tearing down barriers to adoption of TransPromo communications strategies; barriers that have historically included cost, complex implementation, and risk. You can now take advantage of this growing market demand by implementing a TransPromo communications offering. There are more ways than ever before to take advantage of this market opportunity with an entry-level solution, leaving the door open to increase the sophistication of that offering over time. This approach is a viable means of gaining a foothold in the more lucrative value-added marketing supply chain. While TransPromo communications can carry a greater level of complexity than some other types of value-added services, print service providers who are making the transition to marketing services providers have an opportunity to reap enormous benefits by offering this advanced solution to their customer base.

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