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Abstract

TransPromo 101: The Basics

Report Fast Facts

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Abstract

The term "TransPromo" is used to describe documents that include marketing, educational, informational, or other messaging presented alongside transaction information—whether in print or online. This strategic assessment is designed to familiarize readers with the challenges confronted by today's marketing executives, the importance of transaction documents as a communications tool, and provide a better understanding of the TransPromo concept.

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