



Custom Communications Executive Summary

Our Custom Communications solution empowers marketing professionals with the ability to leverage the relevance of data and graphics and deliver highly personalized calls to action. The solution is significantly enhanced through real-time reporting, which compiles information on campaign effectiveness.

The difference between Mass Marketing and Custom Communications (One-to-One Marketing) is that the Mass Marketer tries to differentiate a product while a One-to-One marketer tries to differentiate a customer. Direct, personal interaction with customers and prospects is the foundation of a long-term relationship. Knowing their history with your organization, and demonstrating that you understand them individually: these elements make Custom Communication work. Custom Communications build relationships. In turn, relationships build loyalty while loyalty directly influencing a business's bottom line.

Our focus is to help our customer's transition from "Business Publication" to a more effective model of "Business Communication" for addressing those marketing and sales challenges that keep executives up late at night.

GBS' Custom Communications solution addresses four critical areas of focus:

- **Focus on Subject**
- **Focus on Recipient**
- **Focus on Media Path**
- **Focus on Moment**

Our solutions leverage these critical areas to deliver highly effective cross media campaigns. These elements can include:

- **Print and Email** - highly personalized through "recipient specific" text and graphics that add meaning and relevance to your communication yielding the highest response rates for your marketing dollars
- **Personal URL's (PURLS)** – personalized web pages or dynamic micro-sites that build on your personalized print or email message and deliver additional personalized information
- **Response URL's (RURLS)** – provides the ability to collect valuable information on the user's activity while visiting their personal web site. This information can be used for more relevant personalized follow up
- **Marketing Console** – provides real-time tracking of campaign events and the data to analyze your campaign effectiveness. This allows you to refine and enhance each media element to maximize their continued effectiveness and your marketing dollars

A competitive advantage is realized when businesses have a scientific understanding of their clients and what, how, where, when and why they buy. No one will know your clients like you do. GBS' cross media campaigns can incorporate any combination of personalized print, personalized e-mail, and response URL's to leverage your business intelligence on your customers and prospects.

Technology will continue to affect how an organization “Communicates” to both their current and future customers. Custom Communications presents a tremendous opportunity to support your business objectives. Operating on a shoestring budget, businesses can execute as precisely as possible. Larger marketing campaigns can bring in even more profits. More importantly, we can help your marketing efforts to better serve and build loyalty to your company’s services and products.

Every size and type of business can improve with One-to-One Marketing. If there is a desire to communicate to current or potential customers, GBS’ Custom Communication solutions can be used to reach them.

The overriding value of our Custom Communications solution is to assist your efforts in delivering a tangible and measurable increased **Return on Investment** of your marketing dollars.

Our solutions today are vastly different than a few years ago... and will no doubt dramatically evolve three to five years from now. Business as usual is not an acceptable business practice with our client relationships.