

Variable data cross media marketing

CGI'S VDCMM SERVICES

- Highly personalized, cross media channel marketing campaigns through a single provider
- Cloud-based, SaaS delivery model
- High quality, engaging, creative graphics and messaging
- Real-time campaign tracking, measurement and reporting
- Rapid user adoption planning

BENEFITS

- Develop more relevant and impactful communications by leveraging variable data technology to tailor messages for each recipient
- Use variable data in images, graphics, and messages to grab attention
- Streamline and enhance your marketing communications lifecycle
- Enrich your CRM tools
- Maximize efficiency with customizable templates
- Access the best VDCMM technology and experts
- Drive cost savings
- Ensure expected business outcomes

VARIABLE DATA CROSS MEDIA MARKETING (VDCMM) is all about integrating your data with various media channels to develop highly personalized marketing campaigns that help you reach the right customers at the right time and in the right way to achieve measurable business results.

Too often, marketing is a juggling act involving disparate print, email, online, text and social media campaigns and a wide range of variables that make it difficult to effectively target customers with messaging that's meaningful and relevant to their individual wants and needs.

There is a growing demand among all industry sectors for high-value, personalized marketing technology and services. Through VDCMM, organizations can easily and cost-effectively deliver individualized communications through multi-channel campaigns that leverage print, email, web, mobile, video and other media formats.

VDCMM facilitates customized, cross-channel marketing through the collection and expert use of valuable internal data. It also streamlines marketing communication processes and reduces the number of partners that organizations have had to work with in the past.

What CGI offers

CGI has a center of excellence focused on the delivery of end-to-end VDCMM services and solutions based on the latest VDCMM technologies. In addition, we deliver our services via the cloud on a Software as a Service (SaaS) basis, eliminating the costs involved in acquiring and managing VDCMM software and delivering all of the other advantages of cloud computing.

We provide all of the technology and expertise you need to develop results-driven VDCMM campaigns, and our experts tailor a user adoption plan to ensure the full benefits of our capabilities are achieved. Our services include the following:

- Campaign development
- Software programming
- Campaign management
- Production
- Printing
- Electronic and print mailing
- Multi-media channel distribution

CGI's VDCMM services enable you to create impressive communications with engaging, personalized images, illustrations and messaging. We work with your marketing and design teams to bring to life your most creative campaigns. Below is a sample campaign.



Personalized self-mailers

Personalized RURLS/PURLS

Personalized emails

In addition, with our VDCMM services, you can monitor and track campaigns, manage responses, perform analytics and refine your campaigns—all with a single, user-friendly interface.



TRACK CAMPAIGN PERFORMANCE

Monitor campaign events for different audiences in real time through email open rates, website visits, click-through rates, etc.

TEST AND MEASURE
Maximize campaign effectiveness through sophisticated measurement

MAKE REAL-TIME DECISIONS

Change your messaging, audience or media if a campaign is not delivering the expected results

- Track data records of all events across all media channels
- Analyze campaign performance based on variables and marketing objectives

GETTING STARTED

CGI offers free consultations with one of our VDCMM technology experts to help you identify where our services fit within your organization. At the end of the consultation, CGI can perform a pilot program with your team members to allow you to see how powerful and effective our VDCMM solutions are in supporting dynamic and impactful marketing campaigns.

Visit www.CGI.com/crossmedia today for more information.

ABOUT CGI

At CGI, we're committed to helping all of our stakeholders succeed. Our 31,000 professionals in 125 offices worldwide provide end-to-end IT and business process services that facilitate the ongoing evolution of our clients' businesses. For more than 35 years, CGI has been committed to helping our clients achieve their business goals; to providing our professionals with rewarding careers; and to offering shareholders superior returns over time. We're in the business of delivering results.

- 9.1/10 satisfaction score from more than 2,400 signed client assessments
- Rigorous project monitoring resulting in 95% on-time, on-budget delivery
- Committed to world-class service levels with over 98% exceeded or met
- Among the lowest attrition rates in the industry – with 85% of professionals owners