



Communication Innovation with Inkjet

xerox™

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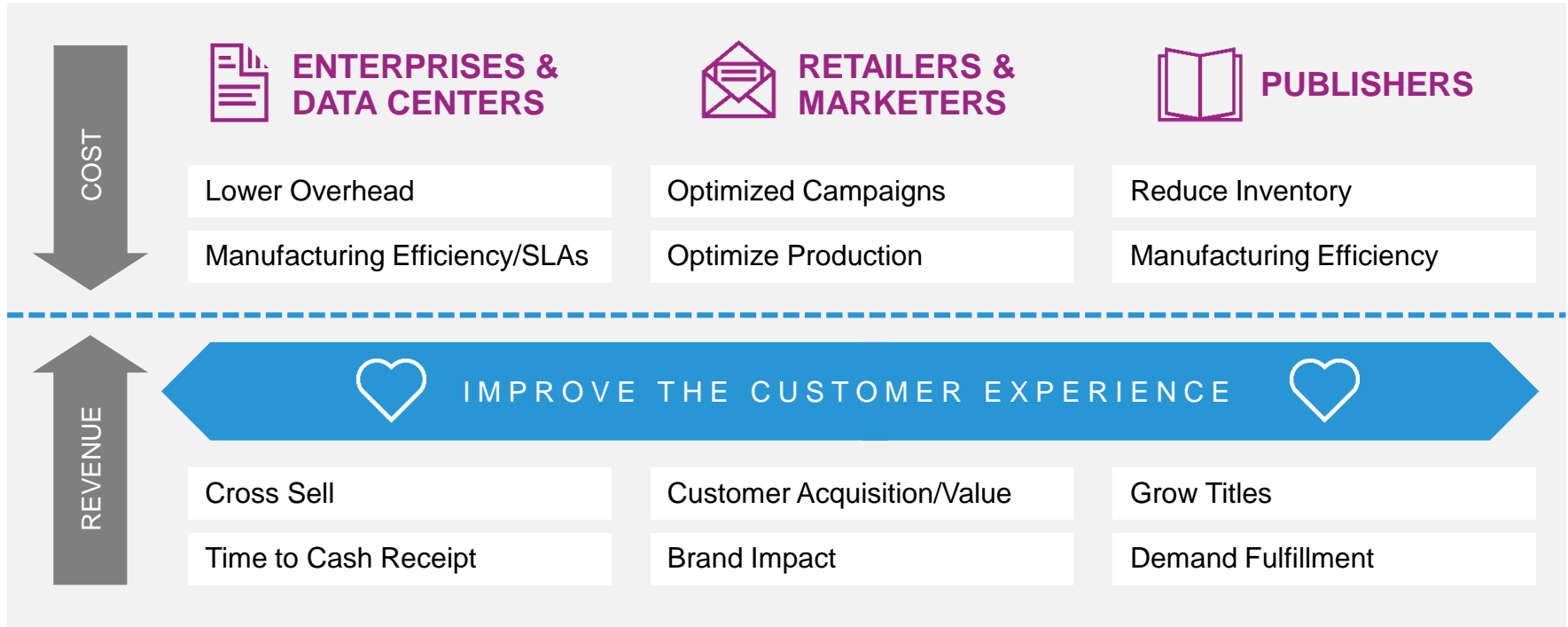
HEWLETT PACKARD

Management Positions

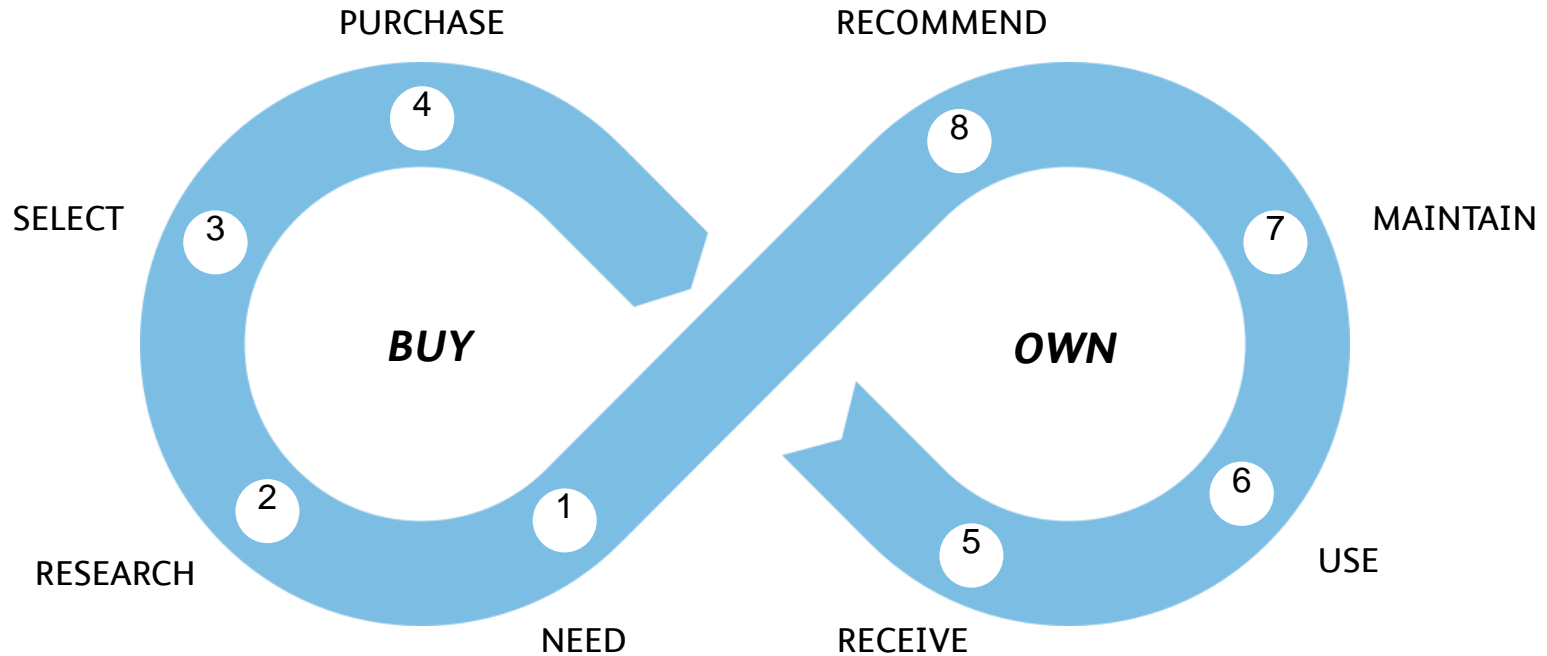
MACRO 4 AG, IMPERIA AG, I-WORLD



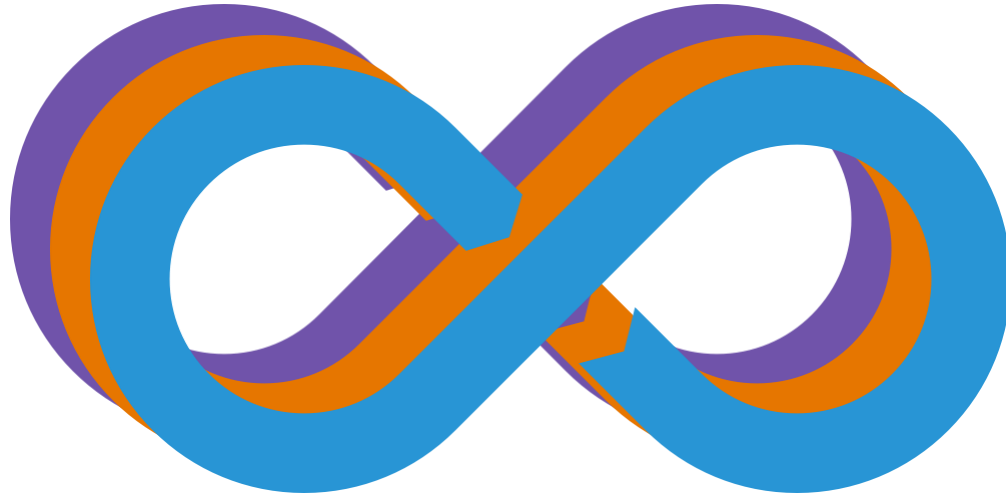
Do you know your customers' challenges?



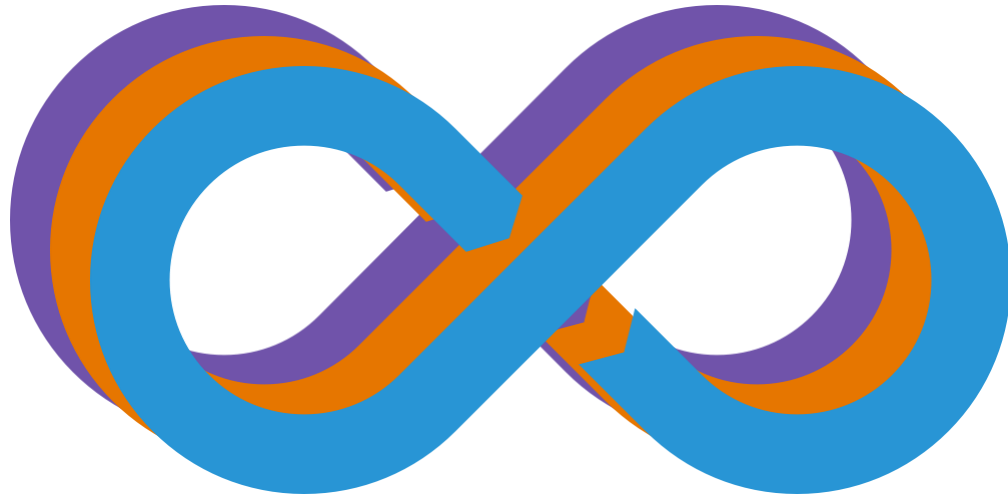
Customer Journey (classic model)



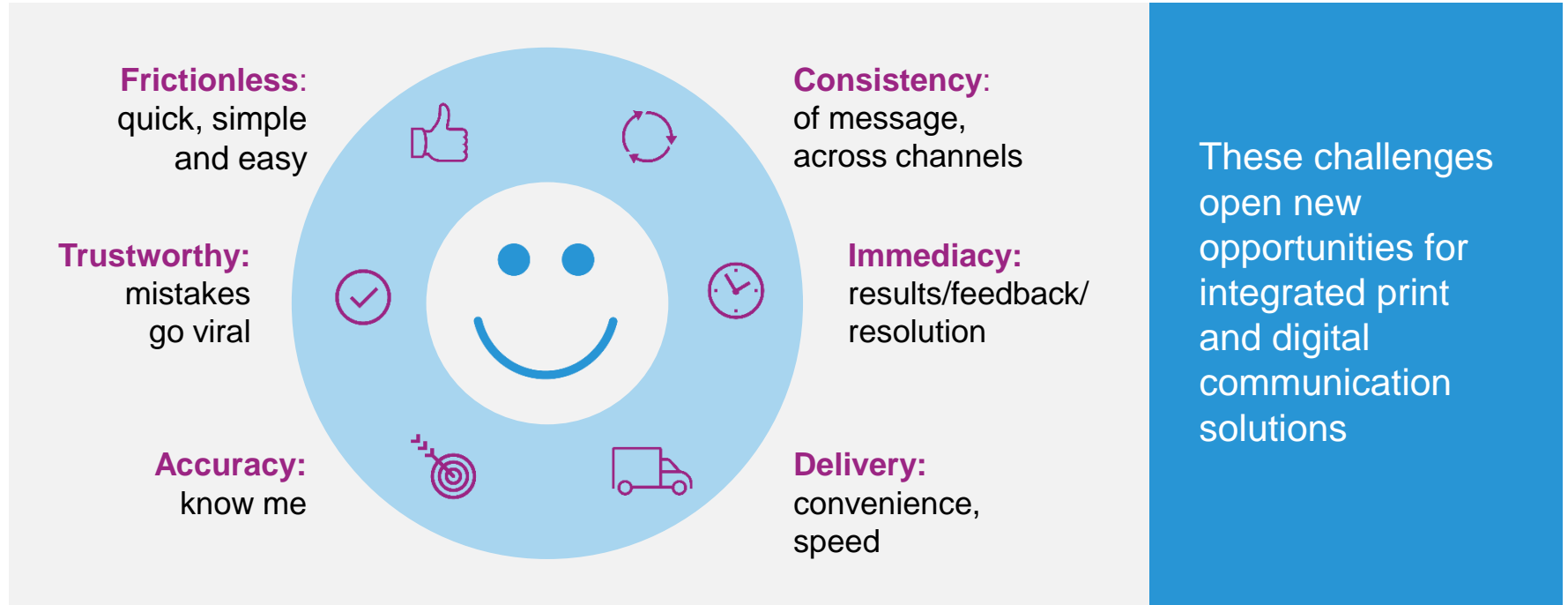
Problem 1: One customer – many journeys



Problem 2: Many customers – too many journeys



Today's customer experience requirements (as a result of the Amazon effect...)



These challenges open new opportunities for integrated print and digital communication solutions

The Resurgence of Direct Mail

Direct mail outperforms all digital channels combined

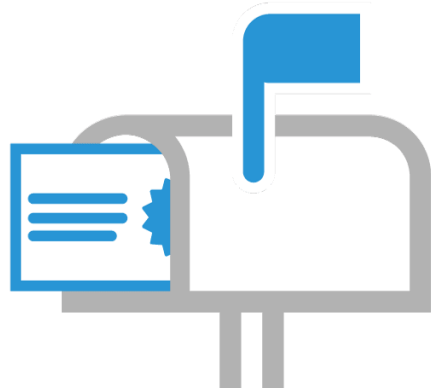


by nearly
600%⁵

Response rates:

3.7%

Direct Mail



Email 0.2%

Paid Search 0.1%

Other digital channels 0.32%⁶

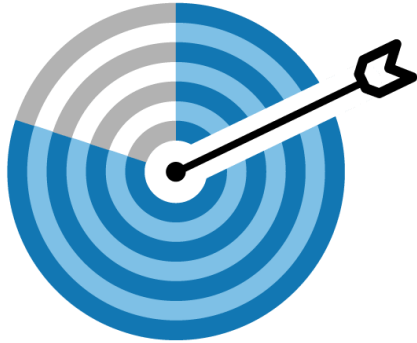
(Mobile, Social Media,
Display Advertising)

Personalization = Relevance



44%

Immediately discard direct mail if it isn't relevant



80%

Are more likely to open if personalized



71%

Say print/paper quality impacts their decision to open and read

Triggered Direct Mail

Print is king



Direct mail has response rates up to **5.1% versus 0.6%**¹ for digital.

Direct mail produced **20% higher activation** in brain sections assigned to motivation².



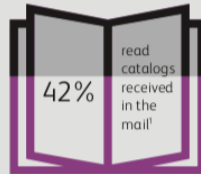
Break through the clutter



74 trillion emails sent every year. Average lifespan: **Just two seconds.**

79%

of consumers act on direct mail right away, vs **only 45% for email.**



Timely personalization delivers results



Up to **60%** of cart abandonment messages result in a purchase **within 24 hours** of send.

88% of U.S. marketers reported seeing measurable improvements due to **personalization** — with more than half reporting a lift greater than 10%.



75% online shopping carts are abandoned across **500 leading global brands**

Omni-channel works



+25%

Consumers spend **25% more** when exposed to a mix of direct mail and email marketing.

Direct mail ROI was **boosted by 20%** when included in an integrated campaign.

—The Little Book of Bigger Returns (Royal Mail Group Ltd., 2011), Direct Mail:

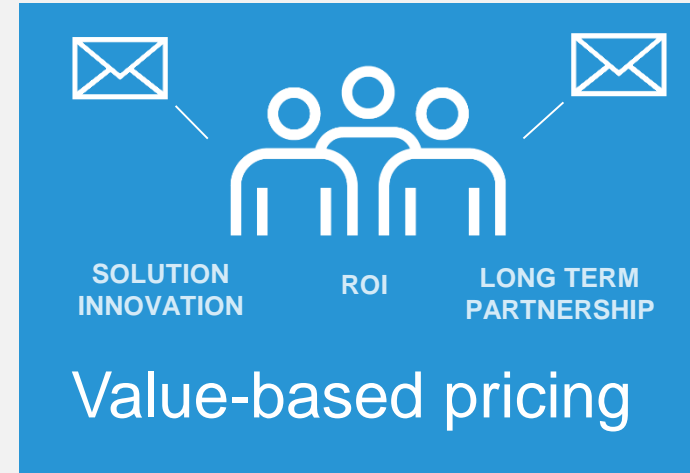


Rethink Value

LEGACY BUSINESS MODEL



MODERN BUSINESS MODEL



“Don’t think about how much money you’ll charge for your products. Instead, think about how to develop products that are in the path of money.”

Emerging Opportunities



Emerging Opportunities **expand into adjacent markets...**



DIRECT MAIL



TRANSACTION



BOOKS



CATALOGS



COMM PRINT

DATA EXPERTISE
CAN TRANSFER TO
PERSONALIZED
DIRECT MAIL

PUBLISHERS
HAVE THE
INFRASTRUCTURE
TO PRODUCE
MULTI-PAGE
CATALOGS

COMMERCIAL
PRINTERS CAN ADD
VALUE TO STATIC
CATALOGS
WITH INKJET
PERSONALIZATION

Going beyond relevance...



Print

Basic mass communications
Spray and pray!

Communicate



Personalize

Link data to deliver relevant communications

Break through clutter



Omni-channel

Link print communications online with PURLs, QR codes and AR

Build relationships



Trigger

Link data and actions to deliver relevant and timely communications

Lifecycle management

EVOLVE COMMUNICATIONS INTO HIGHER VALUE

Acquire

Purchase

Retain

Linking Physical with Digital Communications

Omni-Channel is imperative

70%
of Americans
say mail is more
personal than
the internet



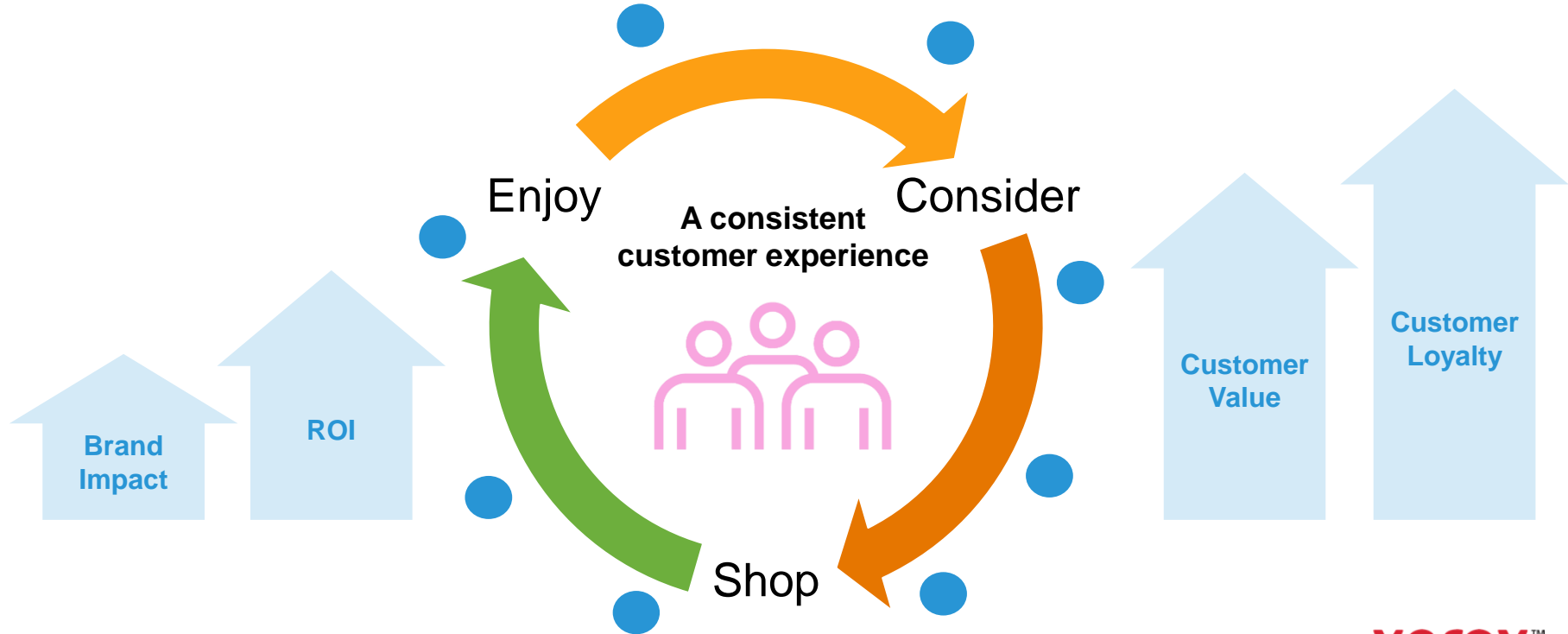
Personalized print media has a more powerful presence than a personalized email, because the audience can recognize that it takes more effort to customize print media than digital



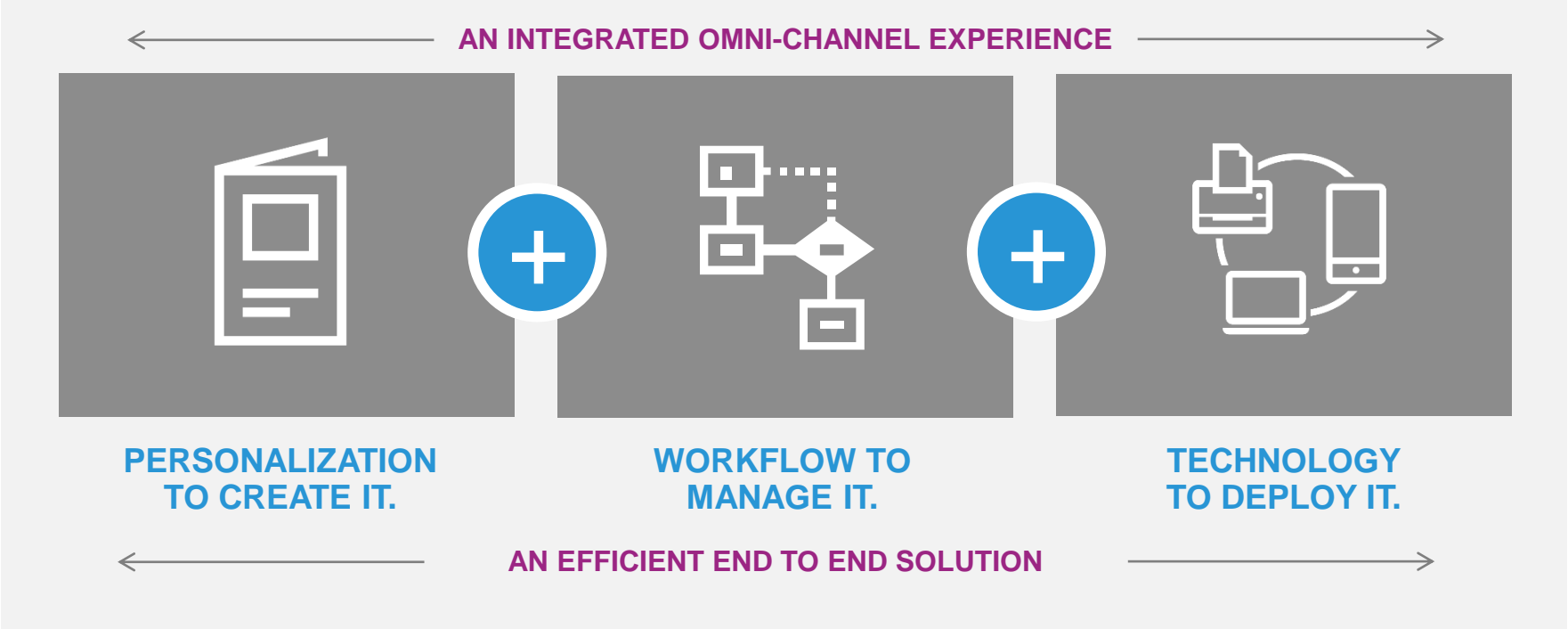
**QR codes, PURLs, and smart
phone technology**

Make it possible for your print media to directly connect customers to your website

Meaningful Physical and Digital Touchpoints throughout the journey

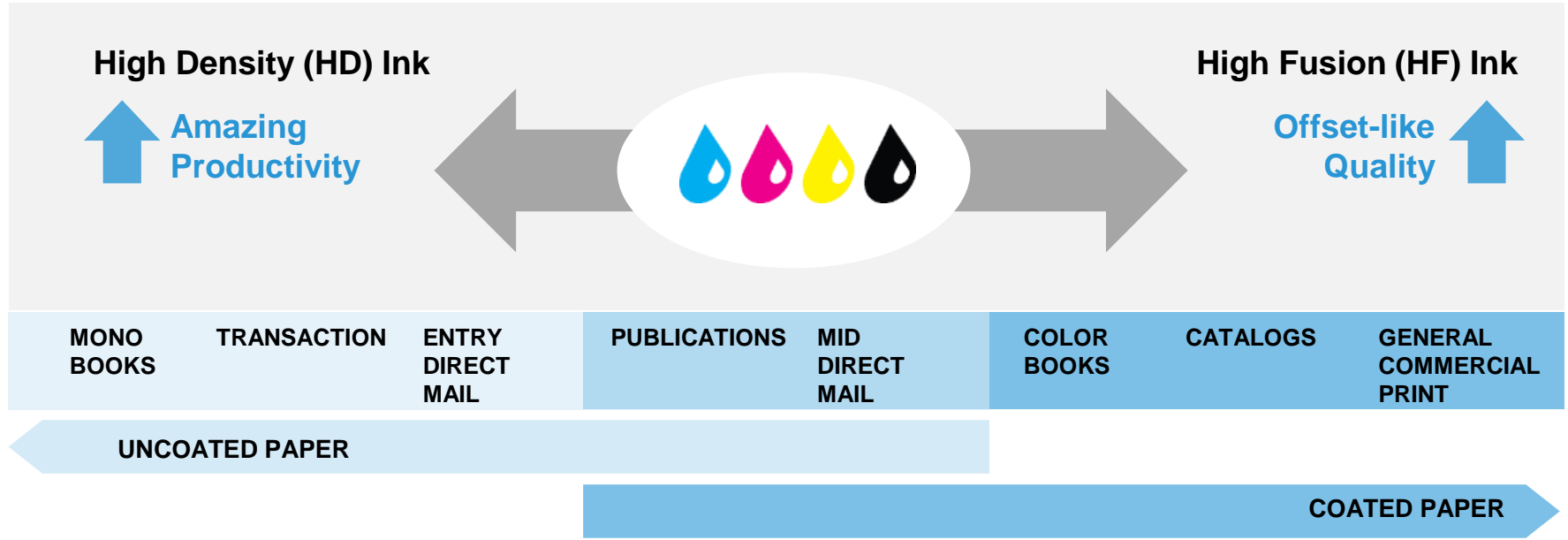


Integrated Solutions

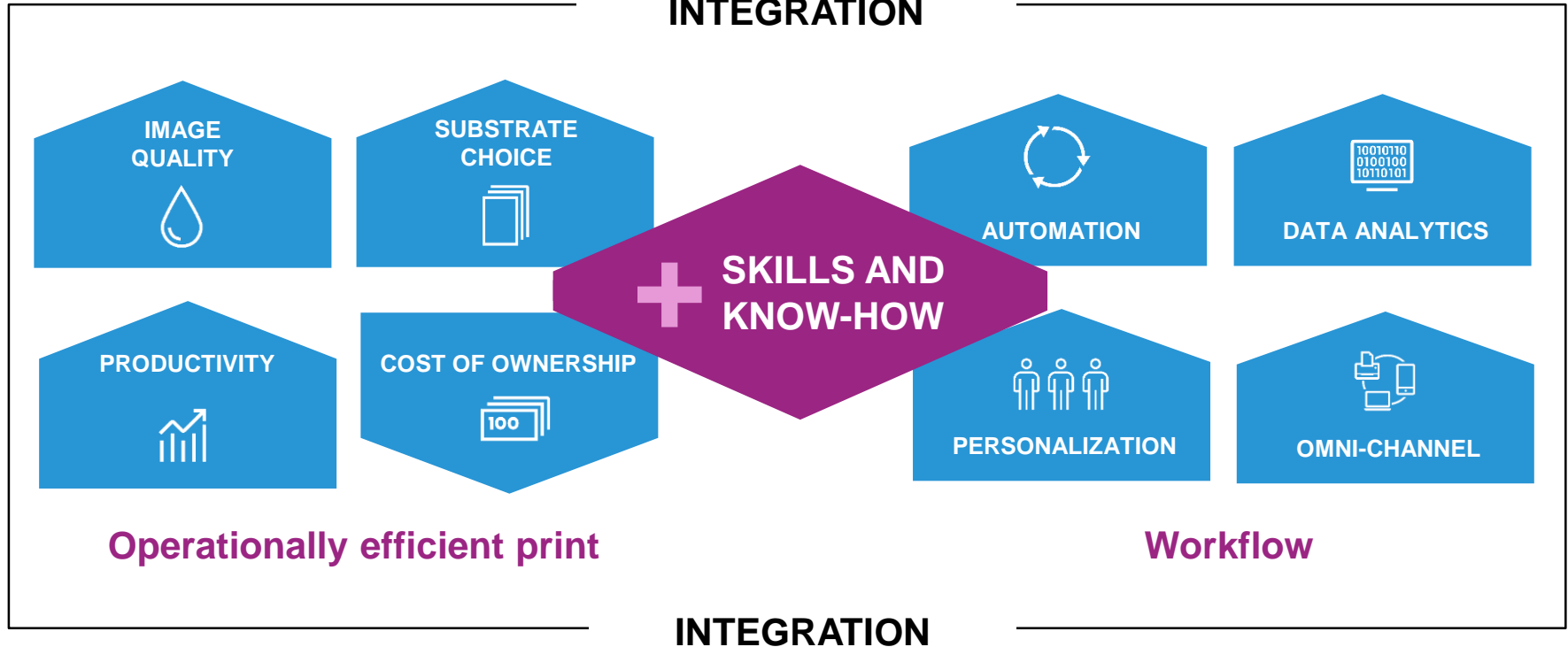


Choice of high performance inks designed to run on commonly available papers

No treatments, primers, or other intermediary processes required.
Eliminate expensive inkjet papers and additional consumables.



Capabilities to address customer imperatives



Inkjet made accessible.

Offset
Migration



Trivor 2400 High Fusion Wide web continuous feed

Offset coated paper
Up to 1024 A4 ipm coated / 1280 uncoated

Equipment
Consolidation

Trivor 2400 High Density Wide web continuous feed

Color & Mono configs
Up to 2263 A4 ipm color / 2694 mono



Rialto 900 MP Hybrid narrow web to-cut

Integrated perf and stacker
Up to 431 A4 ipm

Cut Sheet
Migration



Brenva HD Cut sheet flexibility

14.3 x 20.5 sheet size
Up to 300 A4 ipm

“Today’s consumers do not buy just products or services — more and more, their purchase decisions revolve around buying into an idea and an experience.”

-McKinsey



Thank you!

More information, in-depth
discussion and exchange:

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