efi *DirectSmile*

Powerful cross media marketing and personalization software

Cross media marketing is delivering the right message to the right person at exactly the right time.

A fully integrated powerful marketing software solution for data-driven print, PURL, email, SMS, social media, mobile media and image personalization.

EFI DirectSmile Cross Media

DirectSmile Cross Media offers you an unmatched degree of integration and automation, resulting in fast and cost-effective creation of campaigns and applications. Whether it's the simple design of personalized media, the convenient management of campaigns and processes, or comprehensive response tracking — everything is part of one solution that runs simply in your browser.

Create, automate and measure multichannel marketing campaigns — no HTML skills required!
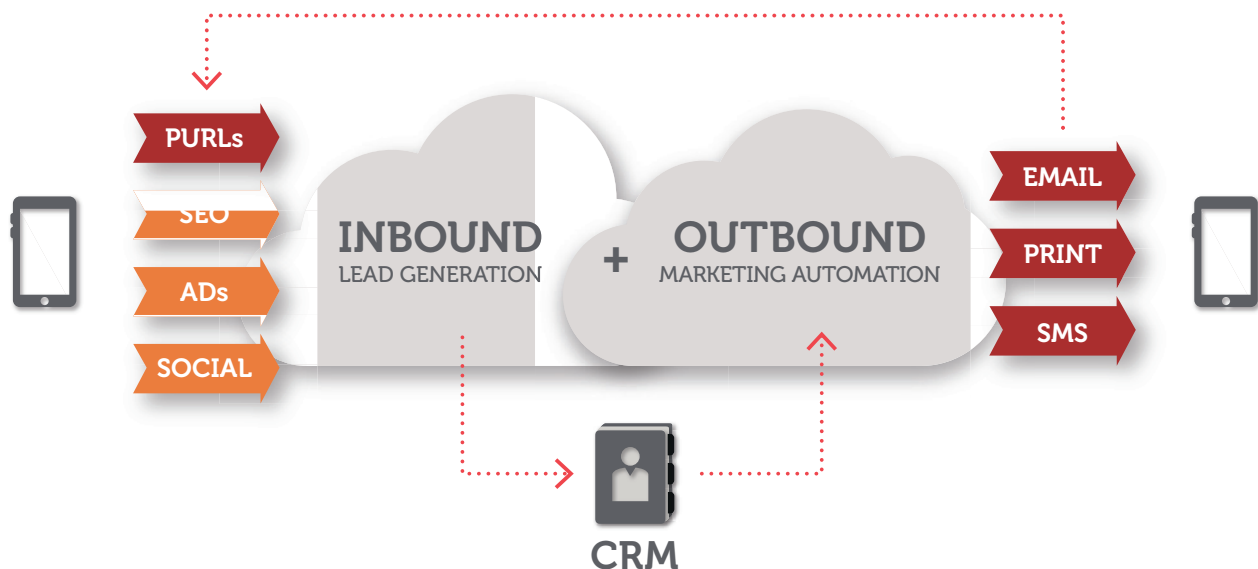
Easy design

- Websites and personal URLs
- Mobile sites, QR codes and SMS
- VDP documents
- Personalized direct mail and emails
- Interactive customer surveys
- Marketing apps and Facebook apps

Easy automation

- Manage print as easy as emails
- Synchronize campaigns with your CRM
- Boost response with personalized images
- Send automatic reminders
- Trigger follow-up activities
- Track and analyze all results

"We can offer our customers true added value for their dialog marketing."

MANFRED SENN,
MAPRO AG, SWITZERLAND

PURLs

SEO

ADs

SOCIAL

INBOUND
LEAD GENERATION

+

OUTBOUND
MARKETING AUTOMATION

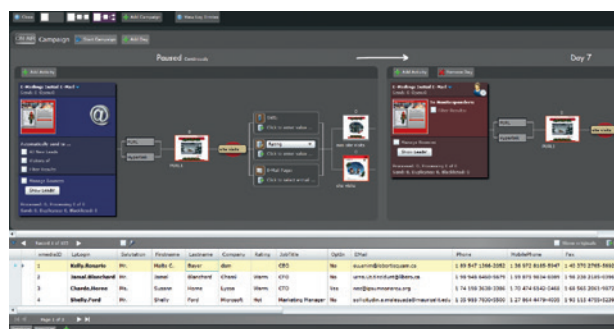EMAIL

PRINT

SMS

CRM

3

Create and personalize print and web designs

Starting your cross media business, there's no need to employ a web-specialist. By using the built-in design editor you will create personal URLs, emails, even entire corporate websites without any HTML skills. Drag-and-drop your way to creating online forms, surveys and registration pages.

Full personalization of all media is easy. You will even be able to include impressive personalized images in your designs. To ensure the seamless integration of printed pieces in your campaigns, DirectSmile Cross Media even comes with a fully fledged VDP tool. Print files can be designed, personalized and generated entirely in your web browser.

Layout, database and previews all on one screen.
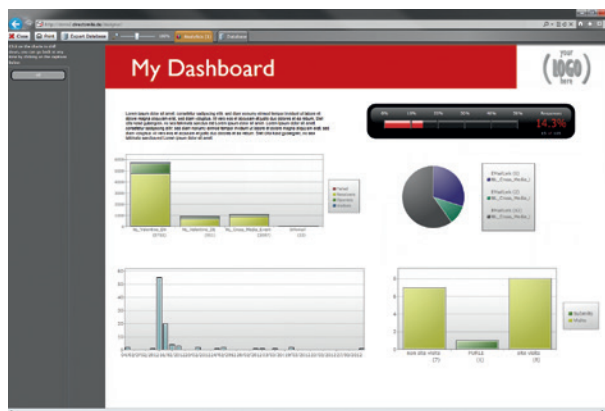

Set up triggers for automated response.

Automate all multitouch campaigns

Simply use personalized QR codes and URLs to connect media and thus create an effective feedback channel for each of your direct mail campaigns. You will need no help from programmers to provide interactive communication. Whether it's response-boosting reminder emails, automatic messages to customers, or recurring tasks such as birthday greetings, using DirectSmile you are well prepared to build and manage fully automated campaign runs. The graphic campaign display will help you to keep track even of complex activities.

Measure and optimize with real-time analytics

Web-based media such as personalized websites and e-mails offer a unique advantage: they allow you to track exactly how your customers are reacting. Measure the success of your campaigns in detail and use the results for yourself or put them at your customers' disposal to optimize following activities. DirectSmile provides live response tracking with customizable campaign dashboards that can be individually adapted to your needs.
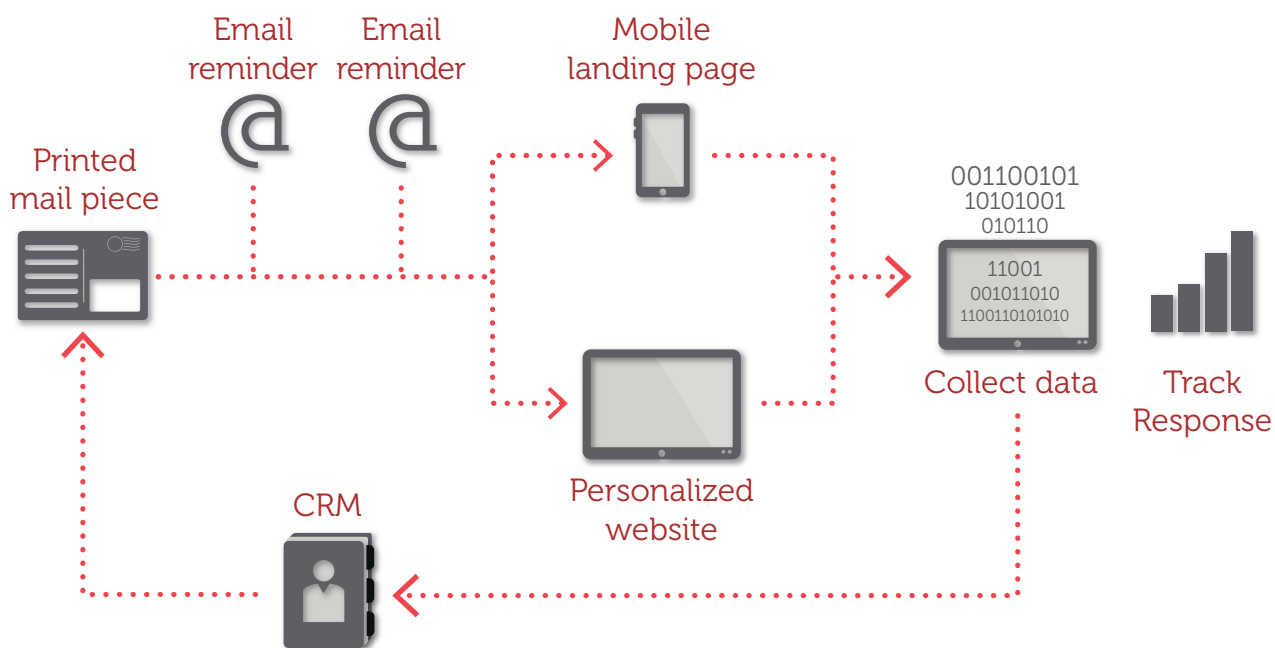

Design your Dashboard according to your needs.

Applications

- **Direct marketing:** print mailings, email campaigns, PURLs, SMS

- **Web:** corporate websites, microsites, mobile web pages

- **Customer loyalty:** newsletters, feedback, surveys, greetings

- **Sales support:** lead management, automated sales processes

- **Market analysis:** response tracking, segmentation, user behavior

- **Event marketing:** invitation campaigns, user management

"DirectSmile dramatically increases the speed with which we can complete and distribute a customer campaign."

EMMA BAKER-SMITH,
CESTRIAN, UK

Printed mail piece

Email reminder

Email reminder

Mobile landing page

001100101
10101001
010110

11001
001011010
1100110101010

Collect data

Track Response

CRM

Personalized website

EFI DirectSmile VDP Studio

Grab their attention through personalization using DirectSmile VDP Studio

Boost your sales and increase margins by offering unique high-value print products! DirectSmile VDP Studio is your professional solution for the production of personalized print pieces. By introducing emotionally appealing personalized images and perfectly targeted content you will help your customers reach higher response rates and increase the effectiveness of printed communication.

Use the DirectSmile VDP Studio to design your own personalized images and to personalize your InDesign layouts by creating documents with individual text, designs and images. Alternatively you can choose ready-made personalized images from our shop.

- Design Editor for creation of individual image sets supports clip fonts, picture fonts and system fonts

- Automated database-driven creation of personalized images

- Adobe InDesign-based document creation including support of InDesign layers

- Link any layout element or layer to your database. Set up rules for text, design and image personalization

- Print on all digital presses with multiple output formats including PDF, PPML, JLYT

- Imposition tool for optimized sheet utilization

- Creates and supports barcodes and QR codes

100 % variable documents

Vary text, product photos, color schemes, font styles, addresses, customer codes or entire layouts.

"We've been with DirectSmile since the start. They are an integral part of our workflow. They make us successful."

FRANK DEFINO, JR.,
TUKAIZ, USA

EFI DirectSmile Integration Server

Backend technology serving the top print portals every day

Take VDP Studio to the web. DirectSmile Integration Server is the scalable high-performance server backend for image and document generation that drives many of the leading web-to-print portals. With easy-to-implement APIs and a powerful production workflow connecting directly to all digital presses, print service providers will set up and reliably run their personalized greeting cards or gifts business on the web and offer their customers high-speed previews and online configuration of personalized documents.

Easy-to-implement web APIs

Developers are always excited once they see how easy it is to integrate with our server backend. You will either use the simple URL interface or you go for the comprehensive Soap API.

Powerful production workflow

Our Digiprint Workflow connects to any digital press. Thanks to a broad variety of supported formats and sophisticated image handling, production will always run at full speed.

Flexible product previews

Create and integrate high-speed live product previews on your eCommerce websites.

Scale your solution to your needs

Start now and grow your system as your business requires. Our server solutions are fully scalable. This means you can easily add more image-generating power whenever you need more speed and volume.
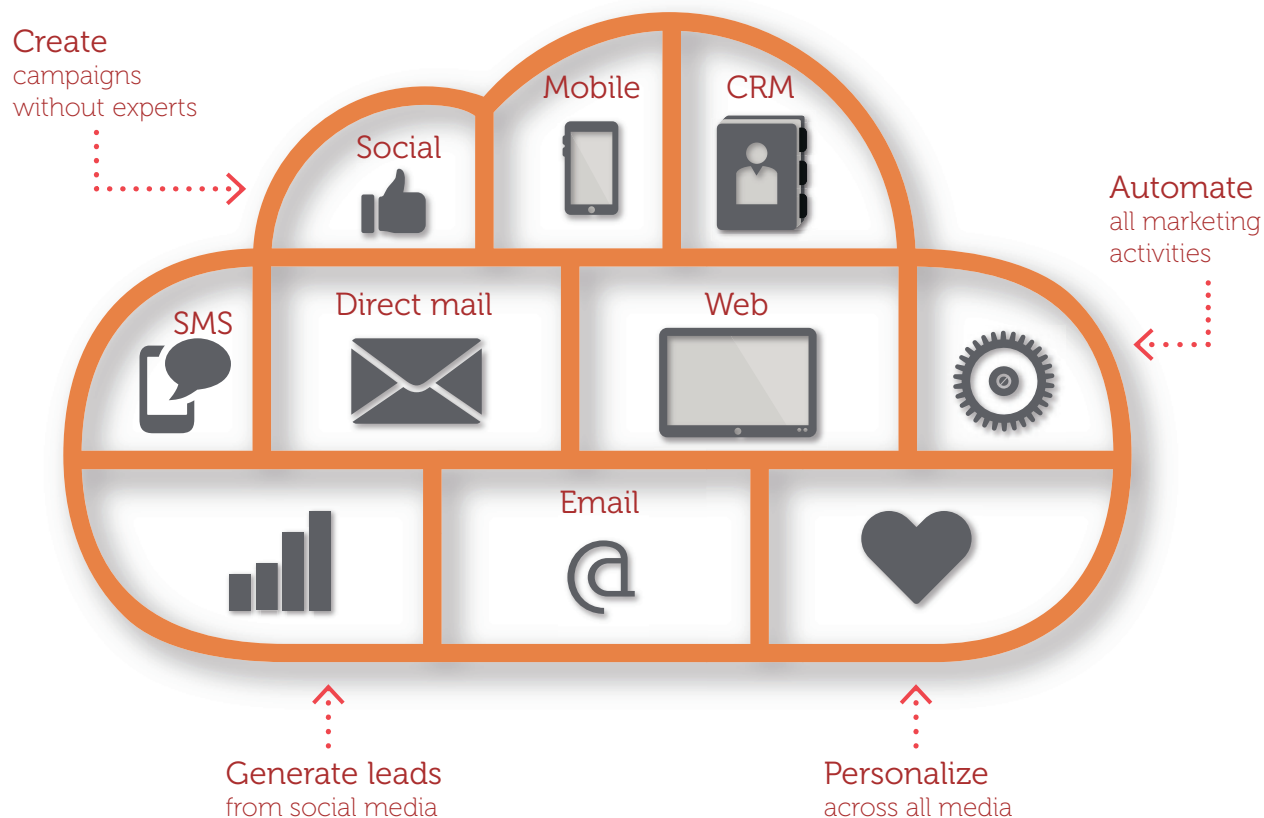
Personalized
images

Personalized
videos

Personalized
documents

Cross media made easy

Create
campaigns
without experts

Social

Mobile

CRM

Automate
all marketing
activities

SMS

Direct mail

Web

Email

Generate leads
from social media

Personalize
across all media

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most
automated business processes, EFI has everything your company needs to succeed.
Visit www.efi.com or call 650-357-3500 for more information.

efi