

# Cestrian Transforms its Marketing Communications with DirectSmile Cross Media

## **Personalization and production efficiencies key factors in decision to install DirectSmile**

Visual brand communications specialist, Cestrian, decided to install the leading, multi-channel marketing software to enable it to revolutionize its marketing service capability by offering targeted, personalized campaigns that span all communication platforms. The company, based in Manchester, UK, was looking for a system that would seamlessly synchronize print, URLs, Email and SMS whilst tracking response rates, delivering increased ROI for its customers. Not only was Cross Media able to provide this solution, it proved extremely easy to use and enabled Cestrian to streamline operations.



## **More time effective than the previous platform**

"The marketing industry is changing rapidly, with multi-channel communications considered the most effective way of engaging consumers," said Emma Baker-Smith, Marketing Manager, Cestrian.

"Following the demonstration and valuable advice from Transeo Media, UK distributor of DirectSmile, it was clear that Cross Media would offer us an easy-to-use solution that would enable us to realize fully integrated, targeted marketing campaigns that deliver increased ROI. Since its installation, the system has already proven to be more time and cost efficient than our previous platform, allowing us to be more profitable as well as provide a quicker service."

As Cross Media is fully automated, Cestrian has been able to take advantage of its time saving capabilities, allowing the company to set up a campaign, schedule it for a specific time and leave it to distribute.

"The ability to create, test and dispatch from one screen dramatically increases the speed with which we can complete a campaign."





Cestrian is one of the UK's leading point of sale and integrated marketing solutions providers, renowned within the printing industry for 'Best in Class' digital print solutions.

Cestrian is a customer of Transeo Media, the UK distributor of EFI DirectSmile

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Emma Baker-Smith

The system then automatically measures online response rates, providing Cestrian with the ability to analyze the campaign's success as well as quantify ROI.

### ***Measurability is essential for marketing***

"The ability to create, test and dispatch from one screen dramatically increases the speed with which we can complete and distribute a customer campaign," commented Baker-Smith. "Being able to track campaign responses and measure activity is also truly innovative. This allows us to improve our customers' databases as well as strengthen their customer relations through better targeted, follow-up campaigns."

Cross Media's personalization capability was another major deciding factor for Cestrian. The company is a strong advocate for the benefits of personalization in marketing materials and has already begun to experience the positive impact personalization can have. By simply personalizing the landing pages within a recent campaign, Cestrian saw a significant increase in recipient response rates.

"Personalized marketing materials evoke an emotional and impactful reaction from the recipient in a way that mass communications just can't," said Neil Bather, Managing Director, Transeo Media. "Statistics show that marketing materials have just seconds to catch the attention of their target audience. For this reason alone, it is essential to get the right mix of creative design, messaging and fulfilment and personalized content can increase a campaign's chance of success, dramatically."

### **Solution:**

"Since its installation, the system has already proven to be more cost efficient than our previous platform, allowing us to be more profitable as well as provide a quicker service."

EMMA BAKER-SMITH, MARKETING MANAGER

CESTRIAN

**Cestrian**

**Win an iPad Air for your stocking**

We're feeling terrifically Christmassy here at Cestrian. The tinsel is up, Santa hats are on and we're celebrating another successful year helping the UK's biggest brands with their visual communications.

As a thank you to you and all our lovely clients, we're putting an iPad Air in someone's stocking!

All you have to do to be in with a chance is guess how many gobstoppers we've stuffed into our sweetie jar. Good luck!

**CLICK TO GUESS**

*Ye Olde*  
**REBEL BRANDING**  
*Sweet Shoppe*  
**• KEZIA'S •**  
**GOBSTOPPERS**  
*Merry Christmas FROM ALL AT CESTRIAN, VISUAL BRAND COMMUNICATIONS*

Cestrian has already seen the benefit of personalization with a significant increase of response rates.

### **Excellent training and support**

In addition to the benefits of the product itself, Cestrian's Baker-Smith explained that working with Transeo Media, the UK distributor of EFI DirectSmile, has ensured the new system's implementation was hassle-free.

"The training provided by Transeo Media was excellent, and the support team are always on hand to provide a quick solution to any query. Even when we were interested in doing something that the system was not developed to do, the team were keen to help us devise a new way of fulfilling our needs and ensure our satisfaction. Ultimately, with the help and advice from Transeo Media, DirectSmile Cross Media has opened our eyes to what can be achieved," concluded Baker-Smith.

### **Results:**

"Statistics show that marketing materials have just seconds to catch the attention of their target audience. For this reason alone, it is essential to get the right mix of creative design, messaging and fulfilment and personalized content can increase a campaign's chance of success, dramatically."

NEIL BATHER, MANAGING DIRECTOR  
 TRANSEO MEDIA

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