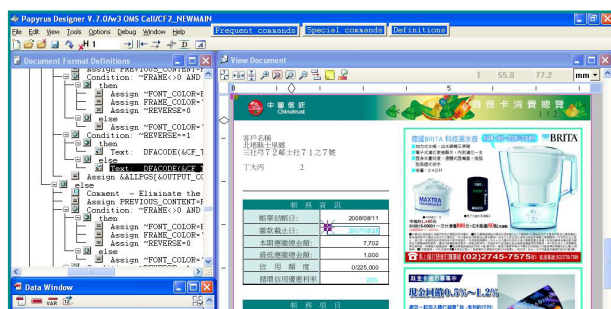


TransPromo: Effectively Mixing Transactional and Promotional Information

Communicate with millions of your customers through targeted promotional messaging in transactional documents. Papyrus helps marketing organizations develop the capabilities to deliver multi channel marketing messages that support customer acquisition, growth and retention.

TransPromo is when a transactional document such as a credit card bill, bank statement, benefit explanation or invoice is used to also convey promotional information such as marketing messages. The strategy behind using the transactional document as the vehicle is the fact that customers open their statements and the message captures the customers attention unlike direct mailers which often are tossed before opening. This gives the promotional message more of a chance that it will be viewed by the mail recipient.



Papyrus TransPromo Designer

Versioning and multiple language support

Papyrus handles the versions of messages, multiple languages, the sequence, how often the message is used, various formatting variants going to different channels, and the message time window for presentation.

Rules entry and automation

Marketing administrators can use either the Natural Language Rule Editor (NLR) to enter the rules for message selection, or the User Trained Agent (UTA) to train the message selection for certain customer patterns. Once a similar pattern has been identified, the UTA will suggest other choices and when the admin is satisfied with the selection, he or she can release the messaging tasks into automation.

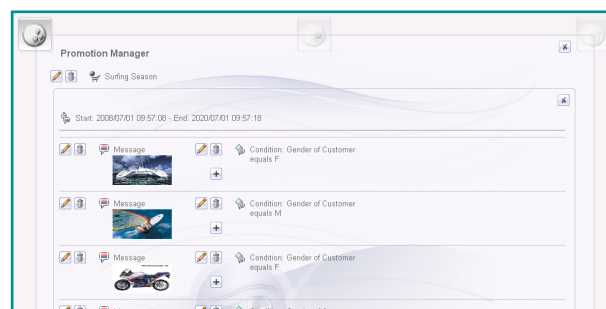
Validation: All marketing messages can have validation date (from/to) and are automatically included or excluded in the document executing date and time. They are typically defined by the marketing group and signed off by the supervisor long before the actual production date. The messages reside in an active pending state in the Papyrus WebRepository and become active at production date.

Optimizing the use of white space

Not only fixed and rigid positioned messages can be included. Papyrus relative positioning allows to make the best

Papyrus has been successfully implemented on a worldwide customer base for highly targeted messaging in transactional documents over a decade of years. With Papyrus customers have been sending relevant effective communications with a high level of personalization. Papyrus is standard software as a platform. That can accept data in any type and format, produces any - look and feel - of output. Papyrus leverages the inbound interactions and integrates outbound and inbound treatments.

With the right technology in place this powerful marketing approach can be easy to implement. To support a TransPromo application you need data analytics, a campaign generation utility, document design and document composition, response management and multi channel output management.



Papyrus TransPromo Manager

use of the white space. Messages can dynamically be resized to the white space available and by executing business rules it is guaranteed that the best messages are included for the available space.

Activity based messaging

Conditional logic definitions in the Papyrus Designer can include a message on the account statement which is relating for example to a certain value in the account summary.

Security

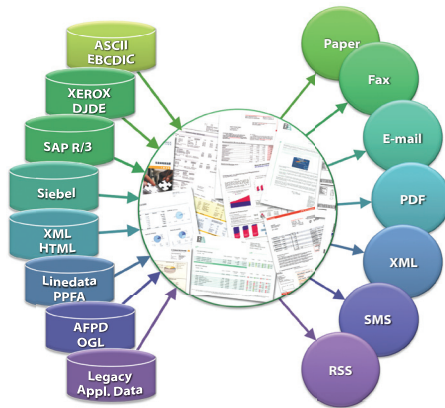
User Management, Auditing and sign off is an integrated standard functionality of the Papyrus System.

Data interfaces

Papyrus lets you to integrate data drawn from an organizations various information silos, such as customer sales history, customer CRM system, marketing and sales resources, customer credit history and native language. Bringing all this together allows the marketing people to create business rules that enables them to send an offer for a new product only to those customers who already bought from a certain product family before. For example camera accessories to those people who have bought camera equipment in the last two years. You can experience a much higher response rate over a generic message when doing so.

Printing, e-mail and Web Delivery

Today there are different printer choices on the market which will allow full color. Each page contains different text and images full color graphics like dynamic charts and based on each customers individual information composed on the fly. These images can be identically used on paper and for Web campaigns or e-mail campaigns.

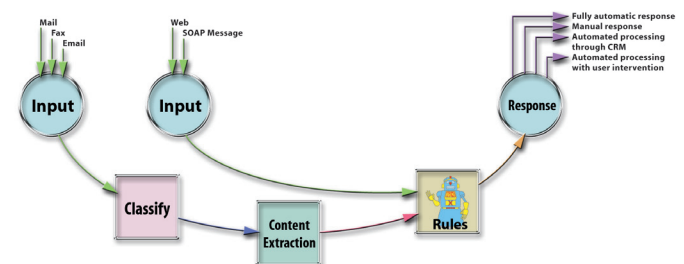


TransPromo is not limited to print – It could be an e-mail campaign or online or interactive application. Nevertheless

each mailing is only worthwhile if you also know about the responses coming back or not coming back. This is important for subsequent promotions.

Improve campaign effectiveness with Papyrus:

- Approach defined target groups with 1:1 personalized mail shots
- Design sophisticated promotions reflecting the interest of the recipient
- Achieve shorter go to market and promotional cycles
- Enable campaign management and customer care processes
- Improve efficiency within the direct marketing activities
- Optimize customer contact center service delivery



Targeting – Optimization – Monitoring

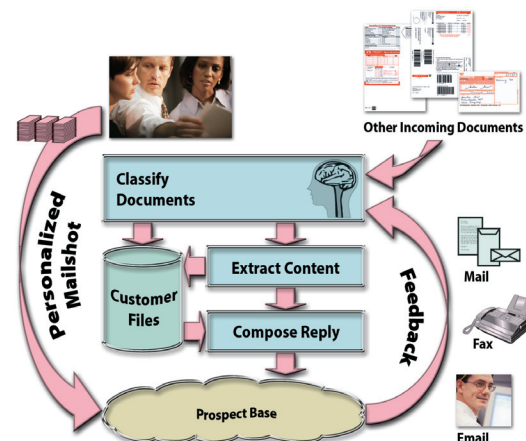
What does the TransPromo Campaign Manager do?

1.) It creates 1:1 personalized mail shots based on business rules. Documents are sent via mail, e-mail, fax or Web to a selected group of prospects or customers available in CRM or ERP database systems.

- 2.) Responses are received as input documents:
- Paper scans, fax, e-mail, Web, SOAP message
 - Papyrus classifies and creates logical documents: Invoice, order, reply, registration,
 - Papyrus extracts the data content: Tel no, fax no, customer no, customer name....
 - Depending on business rules, received responses are routed to the correct location (queue).
 - Extracted data is stored in a CRM System, Database...

- 3.) Once the data is captured it triggers a workflow that leads to a response. New OUTPUT documents are automatically created.
- Reply, notification, request ... These physical output documents are formatted and sent.
 - Printed and mailed, faxed, e-mailed, PDF, Web
- New responses are stored in the archive. Notice is automatically given to a certain business group or person.

- Customer care, sales, marketing
- Customer representatives have access to all documents sent and received.



- 4.) Setup systematic monitoring and reporting
- Key Papyrus feature: Measuring the effectiveness
 - To know whether or not a customer responded and to trigger a manual or automatic response.
 - This can be also a form to be filled out or a URL in the transactional document which directs the customer to the appropriate page on the company's website.

International Headquarters/Austria
 ISIS Marketing Service GmbH
 Alter Wienerweg 12
 A-2344 Maria Enzersdorf
 T: +43-2236-27551
 F: +43-2236-21081

US Headquarters
 ISIS Papyrus America, Inc.
 301 Bank St.
 Southlake, TX 76092
 T: 817-416-2345
 F: 817-416-1223

Asia-Pacific Headquarters
 ISIS Papyrus Asia Pacific Ltd
 9 Temasek Blvd., #15-03 Suntec City Tower 2
 Singapore 038989
 T: +65-6339-8719
 F: +65-6336-6933

info@isis-papyrus.com

www.isis-papyrus.com