

Tailor your marketing directly to an "audience of one" with dramatic results.

Cross Media Marketing lets you tailor your marketing message directly to an individual to deliver dramatically improved results. Your message will resonate with each and every recipient, because you can use the medium of choice as your delivery vehicle.

Sell personally, sell more with XmediaNOW.

In a cross media campaign, we use technology to interact with your audience, delivering highly personalized and real-time messages. Loyalty improves because you are speaking personally to your audience in the medium of their choosing. You can invite users to share information to enhance their experience, or invite users to establish a relationship with your organization or product.

Pick your medium, and let technology do the work for you. This is the heart of cross media. Pick one or many communications techniques - print, digital or electronic -and deliver your message the way your recipient wants to receive it. XMediaNOW offers many options to deliver your message:

- Print (postcards, direct mail pieces)
- Email offers or campaigns with click-through
- pURL campaigns (print + personalized URL and landing pages)
- QR (quick response) codes to promote your brand or an offer on mobile devices
- Real-time personalization and variable data printing
- Real time reporting and dashboards to follow your results.

We'll work with you and your team to develop the customized program that delivers the results you're looking for.

If you need to:

- Improve your marketing results
- Cross sell or upsell products to existing customers
- Find new customers
- Promote a cause
- Solicit donations or memberships

XmediaNOW is for you. Contact us today!



Univ. Alabama Tide Pride renewal campaign Postcard with pURL



Southern NH University gender-specific campaign with pURLs



QR code



Getting Started is fast and easy!
Contact us TODAY at 888.677.5770
www.customprintnow.com