

FreshDM saves Money, Time and Resources

A cost-benefit comparison – FreshDM versus Traditional Direct Marketing Methods

Save Money

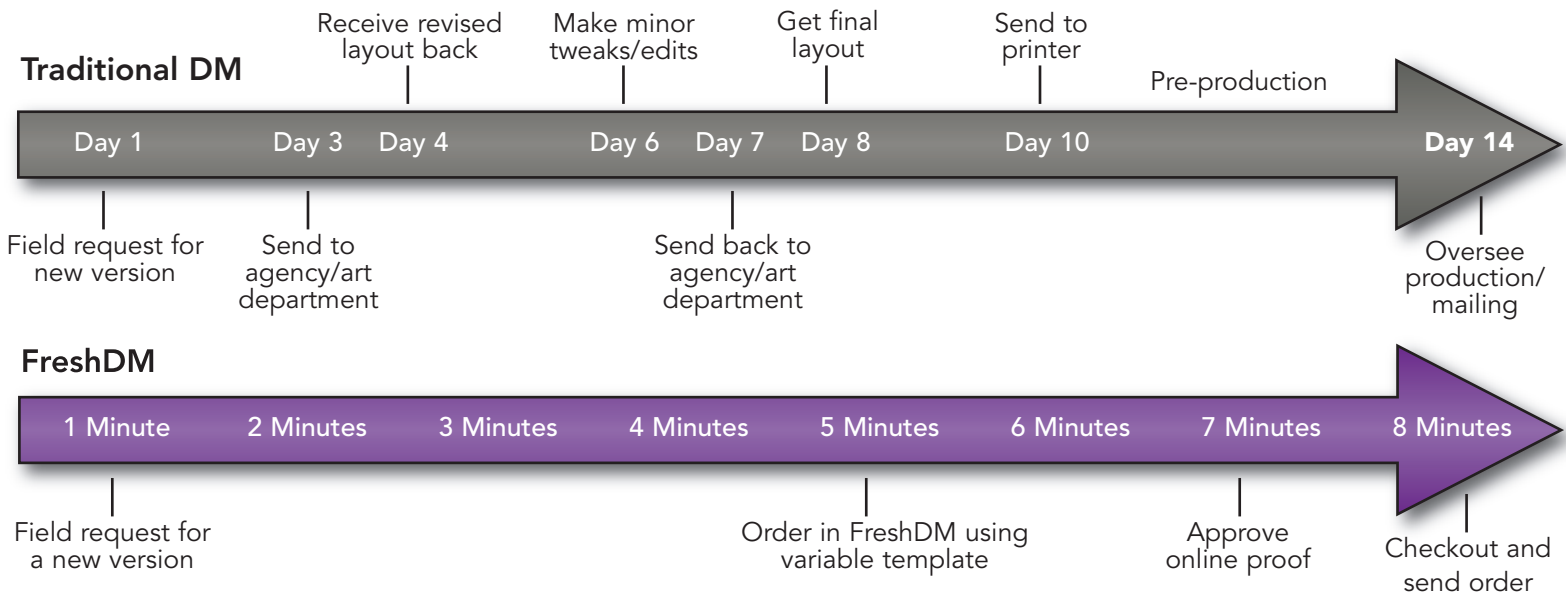
For printed materials with frequent updates or multiple versions, FreshDM provides cost savings compared to traditional methods. Creative services fees to make edits and layout additional versions can be costly.

Comparison: Create 10 versions of a direct mail postcard for various sales reps...

FreshDM	vs.	Traditional Workflow
Minor revisions and versioning are built into system. 1 postcard layout, converted to variable template • \$300 to upload • user-controlled versions		Each version or round of edits billed by agency or internal creative services. 1 postcard layout plus 9 additional versions of postcard layout • \$150 per hour x 10 postcards = \$1,500+

Save Time

FreshDM dramatically reduces the time required to make minor revisions or new versions, get layouts approved, and put your marketing materials in the hands of customers and prospects.



With FreshDM, you can send out materials in a matter of minutes, rather than days or weeks. Marketing managers can quickly respond to requests from the field, with minimal time investment. You increase your “concept to market” speed – so your company reaches prospects and customers before the competition.



Save Resources

With FreshDM, there's no inventory to throw away. When branding or marketing standards change, you can have modified materials available immediately. You'll also save warehousing and inventory management overhead. Your company or department can print less and mail greener.

Printing large quantities to drive cost-per-piece down is sometimes a good idea, but look what happens when information changes or becomes out-of-date...

For example:

- Print 15,000 brochures at \$2.00 a piece
- Use 3,500 brochures before information becomes outdated
- One year's storage costs at \$600.

EFFECTIVE COST PER PIECE = \$8.74 each

*What if you could print the same brochure on-demand for \$3.50 each?
Pay for only what you use, and save 40% with no waste.*

That's FreshDM Direct Marketing On-Demand.

- ✓ Print less
- ✓ Mail more effectively
- ✓ Increase response rates with custom messaging
- ✓ Save money and time
- ✓ Dramatically improve your return on investment

**Learn more about the
cost benefits of FreshDM.**

**Call 630.495.1600
for a FREE Demo.**

