

# Speed Delivery of Brand-compliant Marketing Communications Over the Web

Quark Web-to-Print System

## WEB-TO-PRINT BENEFITS

### For Marketing Departments:

- Increase response rates to marketing campaigns by more than 20%
  - Increase marketing-driven revenues by 20% or more
  - Increase average order size by more than 15%
  - Significantly reduce cycle times and production costs
- Source: *InfoTrends, "Trans Meets Promo — is it more than market hype?" 2008*

### For Agencies and Marketing Communications Firms

- Consistently meet deadlines
  - Reduce creation time for variations of print advertisements by up to 80%
  - Increase customer retention by enabling direct customer interaction in the creation and editing of marketing materials, reducing production time, and eliminating review cycles
- Source: *InfoTrends, 2009*

### For Print Service Providers

- Increase customer retention
  - Increase revenue by up to 10%
  - Increase your margin by over 5%
  - Increase print volume by up to 10%
- Estimates based on productivity improvements and cost savings using a Web-based, on-demand system.

## The High Cost of Traditional Marketing Production

With the average consumer flooded by nearly 250 commercial messages every day, marketers must tap every tool at their disposal to create personalised, integrated marketing communications campaigns and materials that can drive high open rates and increase order sizes.

But 50% of the cost of producing marketing materials is sunk into slow production processes, meaning that marketing communications departments, agencies, and their print providers are jeopardising timely delivery of marketing materials across all channels and losing sales.

To deliver effective marketing communications materials and drive sales, they must overcome:

- Bottlenecks caused by reliance on designers and production specialists
- Error-prone, manual creation of materials using traditional desktop publishing tools
- Lengthy brand reviews
- Delays caused by reliance on e-mail to connect contributors to the marketing communications production process

The answer is a dynamic, Web-to-Print publishing solution.

## Automated, Web-based Creation of Brand-compliant Materials

Quark's dynamic Web-to-Print publishing solution helps marketing organisations, advertising agencies, marketing communications firms, and print service providers reduce cycle times and production costs in creating personalised marketing materials.

Our solution lets your field offices create marketing materials for multiple media types — print, Web and digital — while preventing changes that violate your branding and design guidelines.

Your internal and external stakeholders start with a template you create, and then edit text and images through our easy-to-use Web application. This approach significantly reduces production time and eliminates review cycles.

The solution provides:

- Fast creation of reusable, branded templates for brochures, data sheets, white papers, catalogues, circulars, flyers, Web banner ads, and other materials
- Centralised management and version control of templates and assets
- Web-based creation of personalised marketing collateral and catalogues, along with Web-based creation and automated versioning of print ads for magazines and newspapers
- On-demand Internet- and intranet-based ordering of small sets of customised, printed marketing collateral
- Automation of publishing to print, Web, e-mail, and mobile devices

**"It allows our designers to create templates while enabling users with no previous design experience to customize templates for their particular location or business requirements through the Web."**

David Farmer, Founder and CEO  
Ad Giants



Quark's dynamic, Web-to-Print publishing solution offers template-based creation and production of brand-compliant, multichannel marketing materials through easy-to-use Web applications.

## Quark's dynamic Web-to-Print solution can help you:

**Significantly increase response rates, average order size, and revenue through:**

- Customised marketing programs
- Targeted, personalised offerings
- Compelling, integrated marketing communications material across print, e-mail, Web, and mobile campaigns

**Create marketing material faster, with fewer errors and fewer review cycles:**

- Automated, template-based creation of branded marketing material is faster and less error-prone than traditional techniques and requires fewer review cycles
- Web-based creation and editing tools reduce the dependency on professional designers and production staff, allowing general marketing and other designated

staff to create compelling, branded marketing communications material — without having to know advanced desktop publishing tools

**Create variations of advertisements for multiple magazines and newspapers, and variations of a product offering for different markets, faster and with fewer errors**

- Automated scaling of advertisements significantly reduces production time
- Automated adaption of a product offering for different regions, stores, and target groups reduces production time and costs

**Publish faster at lower cost to multiple channels (print, Web, e-mail, mobile devices) by automating the publishing process**

## The solution consists of:

- Quark Web-to-Print System, which includes
  - QuarkXPress® Server
  - Template and image database
  - Web-based editing tools for creating and editing marketing materials online
  - Template creation XTensions® for QuarkXPress

## Optional Modules

- Storefront module for order taking and status tracking
- Variable data publishing module for personalised communications and catalogues
- Advertising production module

## Why Quark?

Web-based technology from Quark to create, edit, and produce marketing material:

- Is easier to use than other solutions on the market because it uses Flash-based Web applications that run the same on all platforms
- Provides the most sophisticated tools available for online editing of marketing material, including image manipulation
- Offers the easiest templating capability
- Offers high-speed publishing and reliability for the production of millions of pages through QuarkXPress Server, the most scalable, high-performing, high-fidelity publishing engine

## Only Quark offers:

- An end-to-end production system from design, content creation, and collaboration to automated production and multichannel publishing
- The most powerful and easiest Web-based tools for automated creation of marketing material, including automated data integration from other business systems
- Creating and editing compelling, brand-compliant marketing communications material for print, Web, e-mail and digital delivery from a single source through the Web

For more information on Quark's dynamic, Web-to-Print publishing solution, visit [www.quark.com](http://www.quark.com).

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