

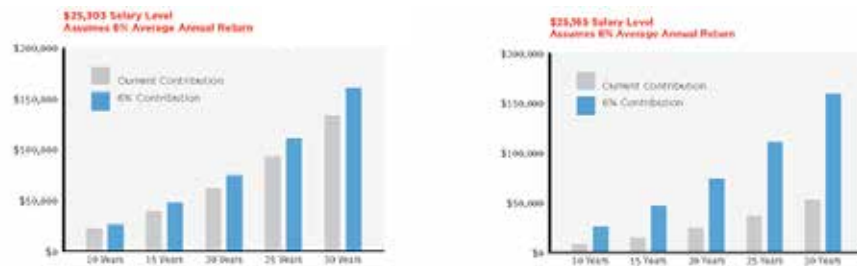


Dynamic Charting

We all respond more to visual information than to text on a page. And if your goal is to improve retention, up sell your customers or acquire new ones, personalized visuals have an impact even greater than personalized text. When you have data showing that a change in behavior will yield a better result, dynamic charting is a great solution, particularly in the financial segment. If you can show it in a graph, you have a better chance of getting a favorable response.

The ability to offer complex personalization through charting requires sophisticated data capabilities and variable charting tools. At Universal Wilde we're committed to using our extensive data expertise and the Xccelerate™ system to help our customers achieve a better return on their marketing dollars.

With your data and our personalization capabilities, we can produce variable charts for output on our Indigo digital presses. Here's an example from two different printed pieces, each run from the same data source.



In addition to mailing information and other types of personalized text, Xccelerate can create charts dynamically from customer supplied data. After a conversation about data formatting with your IT group or data supplier we can convert your raw data to a format that will drive variable charts. And if you're producing a mailing, you can provide all the information in one data file. We'll personalize the text, create dynamic charts, address and presort your mail piece from one source.

In addition, we can do this inside personalized URLs, giving you the dynamic charting delivered across multiple channels.