



Personalized Email

Email marketing is becoming less of an isolated silo and is taking on a more cohesive role as marketing channels further integrate. Email has long been tied directly to companies' websites, but lately it has expanded to connect with audiences in conjunction with print.

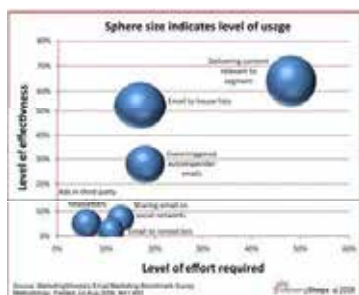
Email marketing has evolved from the unwanted bulk messages captured by our junk folders. Personalized email has proven to have higher open rates, increasing the value of this communication channel. Using email to distribute information can be intimidating, but we can help. Our expertise in print and personalization extends to using personalized email as a marketing tool for you.

Using Universal Wilde to distribute a message with email is much like using Universal Wilde to print. Just supply us with the creative, the HTML files, and the contacts.

With Xccelerate™, we encode and distribute the message for you. We will guide you through the process.

We can purchase the URL, set up the white lists to avoid spam filters, obey anti-spam statutes, and handle opt-outs and bounced emails. We can add personalization to make your email message more effective. We can report on open, bounce and click rates, and analyze what they mean.

Email marketing has evolved as a valuable communication channel. Delivering an effective email message requires knowledge of the process and experience with refining a message. Personalization can make the message relevant with variable imaging tailoring the message with different images, text or offers that appeal to the reader. Personalization is more than using a name as a greeting. An email blast can be set up quickly providing feedback to an event, as an announcement, or as a thank you.



Most email messages are opened within 24 hours. You will know who is reading what with our reporting.

Couple an email with direct mail or other print to deliver a consistent message across all communication channels. Universal Wilde has the tools and experience to help you maintain brand consistency while delivering your personalized message.