

MAPS ON DEMAND

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Direct Mailing with Maps On Demand:

- Use innovative personalized maps in direct mailings
- Create more impact with personalized approach in direct mail
- Enhance your response rate considerably



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MAPS ON DEMAND

Generate higher response by providing personalized maps in Direct Mail

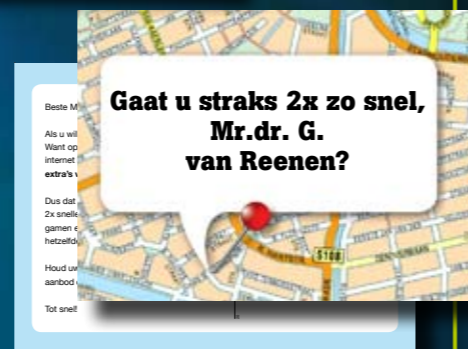
You can now target your prospects effectively with innovative personalized direct mail. MapCreator provides personalized maps with an individual and effective approach in high print (and online) runs. These maps are based on address information. Each mail piece contains a colourful and unique personalized map. The shortest route from the recipient to the provider or nearest locations can be highlighted on the map by using dynamic routing. This powerful display of the individual driving directions offers an exceptional effective customer communication. By using MapCreator dynamic routing the customer is directly led to the provider or nearest important locations. These impressive possibilities of personalized approach brings new options for individual creative marketing.

Use Maps on Demand if you really want to create an impact and improve your personalisation in direct mailings. With the help of personalized maps your campaigns are more effective and the response rate is considerable enhanced.

Examples:

LOCATION

Show the uniquely individual location of the customer. The recipient feels "personally" addressed and is more inclined to read and respond to the mailpiece.



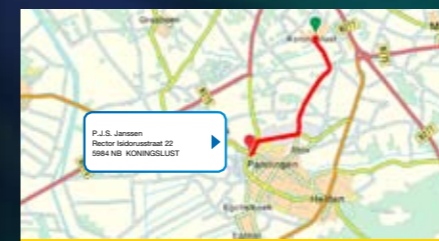
LOCATIONS AND SURROUNDINGS

Create a big impact by indicating store/company locations or points of interest in the surrounding area of the consumer.



ROUTE

Visualise the shortest route between the recipient and the vendor or a nearest location by using dynamic routings. A choice of different zoom levels and types of maps: destination maps or route maps. Icons and logo's can be individually designed and displayed.



MAPS ON DEMAND FEATURES:

- **Maps on the fly for every record in your database**
Individualized maps for each person on your mailing list

- **High-resolution print quality maps**
300 DPI quality maps for print as well as online

- **Different map styles**
Choose a Map Style that fits the mail piece

- **Placement of logo's, symbols, objects etc.**
Individually designed and fitted into the map

- **Various zoom levels and map detail**
From country down to street level

- **Fast delivery**
This can vary from 24 hours to a few days, depending on the number of maps required

- **Large quantities in a single delivery**
Varies from hundreds to millions of maps

- **Different types of map**
route maps, destination maps or location maps