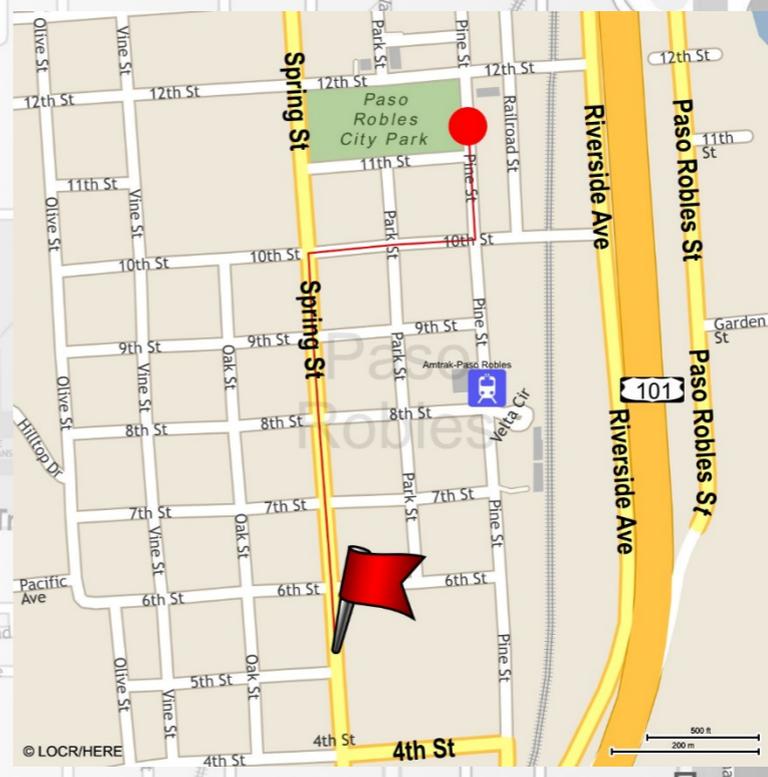




For your successful campaigns
with AccuZIP Personalized Variable maps



Take a look and tell me:

Real ER. Real FAST.

Andrew, for ANY EMERGENCY, First Choice ER is **THIS CLOSE** to your home.

DISTANCE: 2.1 MILES

FIRST CHOICE EMERGENCY ROOM
Real ER. Real Fast.™ FCER.com

Dallas **Richardson**

FIRST CHOICE EMERGENCY ROOM
1291 W. Campbell Road,
Richardson, TX 75080
972-301-4300

2013 GUARDIAN OF EXCELLENCE AWARD™ WINNER
PRESS GANCY

OPEN 24 HOURS

How much did you learn and how long did it take you?

So let's see:

It probably took you less than a second to capture:

- That you even looked at it because the map caught your attention
- The offer: First Choice Emergency Room
- That it's personalized to YOU
- How YOU can get there
- How far/long
- **Which leads us to:**



How do you drive....engagement, response and lower costs with distracted consumers?

Relevance and Infographics that hone your message and deliver it in Milliseconds!



Which message are you sending?

So why does this stuff work?



We're wired for it! It's the Science of Infographics:

It only takes us 150ms for a symbol to be processed + 100ms to attach a meaning to it

Easier to recall
People remember



* <http://neomam.com/interactive/13reasons/>

Data, data, data!

In a world of Big Data and large scale campaigns, you need to refine your list to eliminate ineligible recipients to make sure you're aiming for....and THEN hitting, the right targets!



Data Hygiene is just as critical to Geoservices as it is to the Postal process. Furthermore, "Consumer" distance, which recipients construe as the REAL time or distance to get somewhere is what THEY care about and more importantly, respond to or not.



The requirement...

- Assign closest destination, map and distance - ONLY within a given State
- Distance to 2nd and 3rd closest locations
- Disqualify 35K recipients saving \$ 14,000, making our services VERY inexpensive!

Randall, did you know that by taking the course, New York drivers saved an average of \$148 a year on their car insurance? You could too!*

HERE ARE THE LOCATIONS NEAREST YOU:

- ★ EAST NORTHPORT LIBRARY
185 LARKFIELD RD
EAST NORTHPORT
- HAUPPAUGE LIBRARY
601 VETERANS HWY
HAUPPAUGE
- NESCONSET LIBRARY
148 SMITHTOWN BLVD
NESCONSET



NONPROFIT ORG
U.S. POSTAGE
PAID
AARP

AARP Driver Safety
P.O. Box 93114
Los Angeles, CA 90009

NEW YORK DRIVERS

SAFER DRIVING
CAN SAVE YOU MONEY



RANDALL, THE NEAREST NEW AARP SMART DRIVER™ COURSE IS ONLY 5.4 MILES FROM YOU!

www.aarp.org/findacourseNY2
 1-855-380-2136

\$20 for AARP members | \$25 for non-members



Take your campaign to the next level

Okay, so you've personalized your campaign and used Consumer time/distance and mapping to validate and engage your recipients - anything else?

Not if you're satisfied with "trusting" the USPS from there on. But if you're a data driven company, don't you want to know the real time actual status of your mail pieces and be able to act/staff against the actual delivery?



Communicate directly to the person you are mailing to via SMS, Voice, and Email. Schedule messages to be sent while the mail is enroute or after it has been received.



ACCUTRACE

How complex is this?



In a word: **VERY!**

- CASS and NCOA the files and transmit
- Set-up the parameters
 - Starting Icon, Finishing Icon, Custom?
 - Route Color
 - Replacement Map for Bad Addresses
 - How many destinations/routes and assign them
 - Consumer travel time and or distance, turn-by-turn directions
 - Geocode recipient and destination addresses
 - Outsort recipients beyond given response criteria
 - Security - wipe data in NO MORE than 2 weeks
 - Name the .jpeg's by unique ID
- Generate maps and Geodata with address and pin "bumping"
- Securely deliver the Maps, Geodata and Reporting required



RELAX that's the magic you pay us for!

For all the complexity, in the preceding slide, it's ridiculously easy for you to work with us:

- Send us the data records, we send back links to download



Case Study

Great results for a restaurant that people couldn't find



An established restaurant chain in Tulsa, Oklahoma recently opened a downtown location. The restaurant is well known and usually packed. But when the company opened a second location that was literally “over the hill” from a busy intersection, that location didn’t receive as much business.

The Restaurant had been running ads in several local papers promoting both locations. These ads helped to drive business to the downtown location, but the results for the second location were not as effective.

The owner knew that once people found the restaurant, they would likely return. So they utilized variable maps that would show the closest route from each home to their restaurant.

The response rate for the direct mail was an astounding 24%, with 600 of the 2,500 food coupons redeemed some patrons tried to go and could not get parking, so the results could have been even higher!

Case Study in progress



Partner company is developing the case study with The University Medical Center.

Last fall, they sent us a list with 46K recipients and asked us to create maps for the closest 11K.

In January, they resent the balance of the list because they were so pleased with the response on the prior 11K. They asked us to create maps for the rest of the list with a limit of 30 minutes driving time, as they felt that if you could not get to them in 30 min, you would find another hospital that was closer.

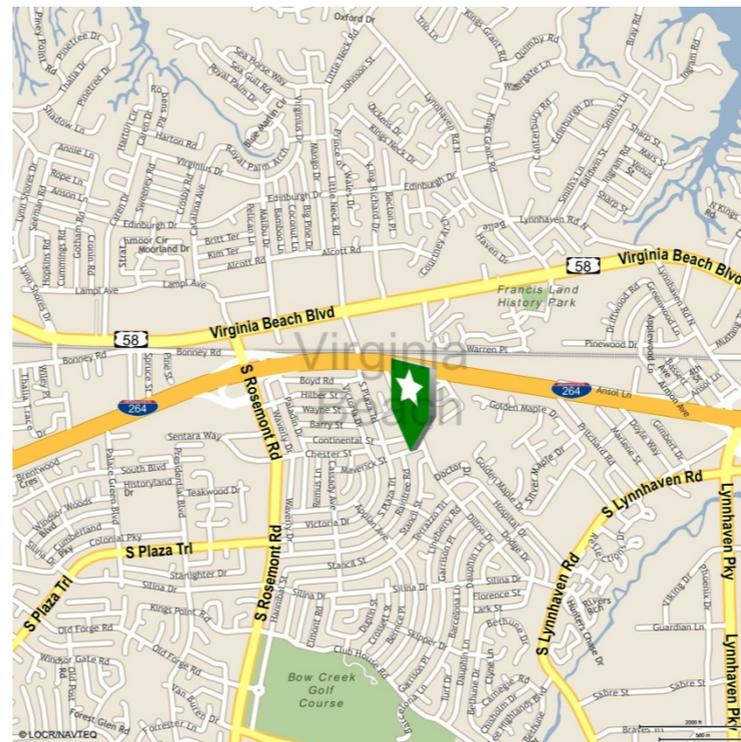
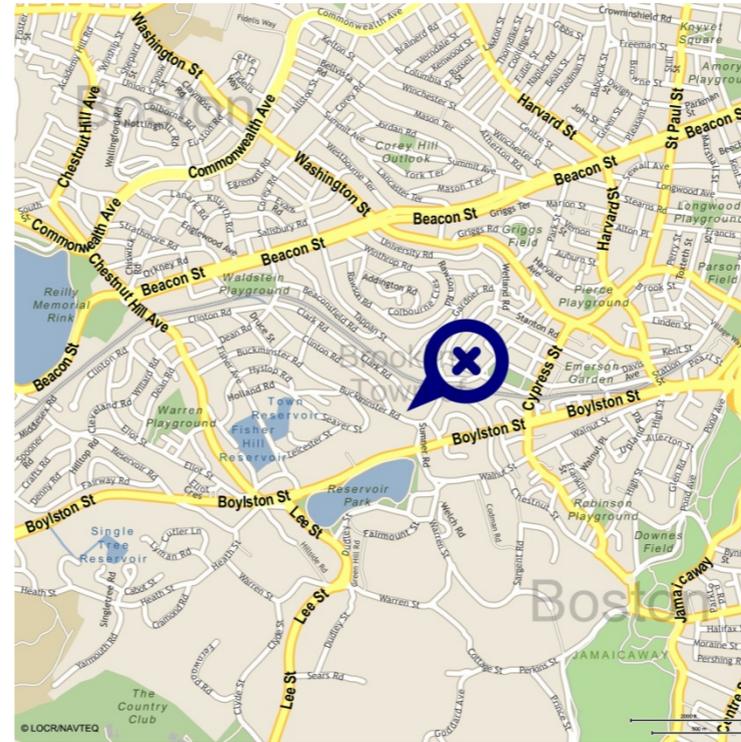
AccuZIP Personalized Variable Maps - Location Icon



Contain one to multiple locations with icons or customer logos

Show optional:

- different versions:
 - home location
 - destination location
 - multiple locations of acceptance
- Representation by icons, logos or individual indication

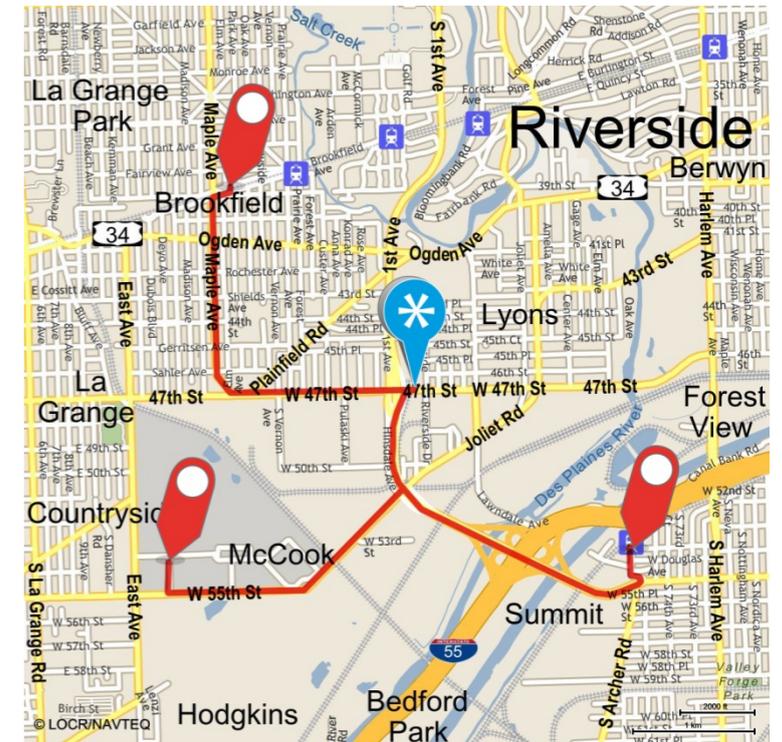
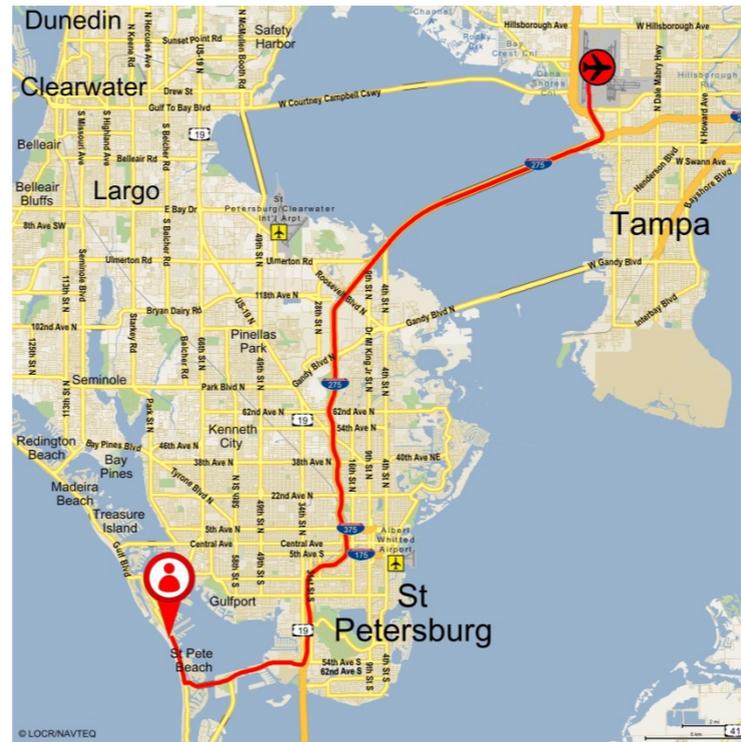
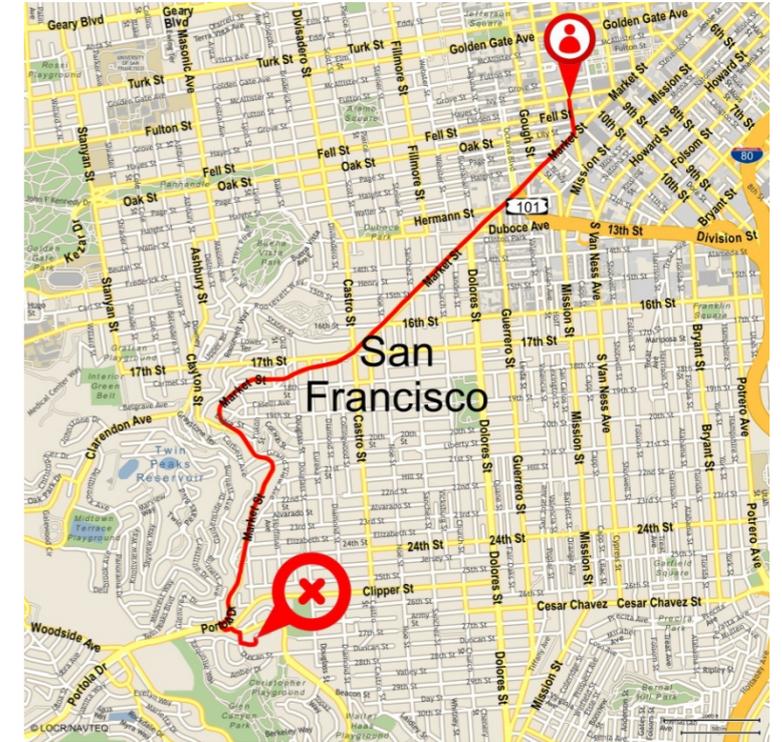


AccuZIP Personalized Variable Maps - Route



Contain routings:

- Presentation of routings to one or multiple destinations
- Start and target location presentable by different logos
- Up to 5 destinations presentable at once
- Routes presentable in different route colours

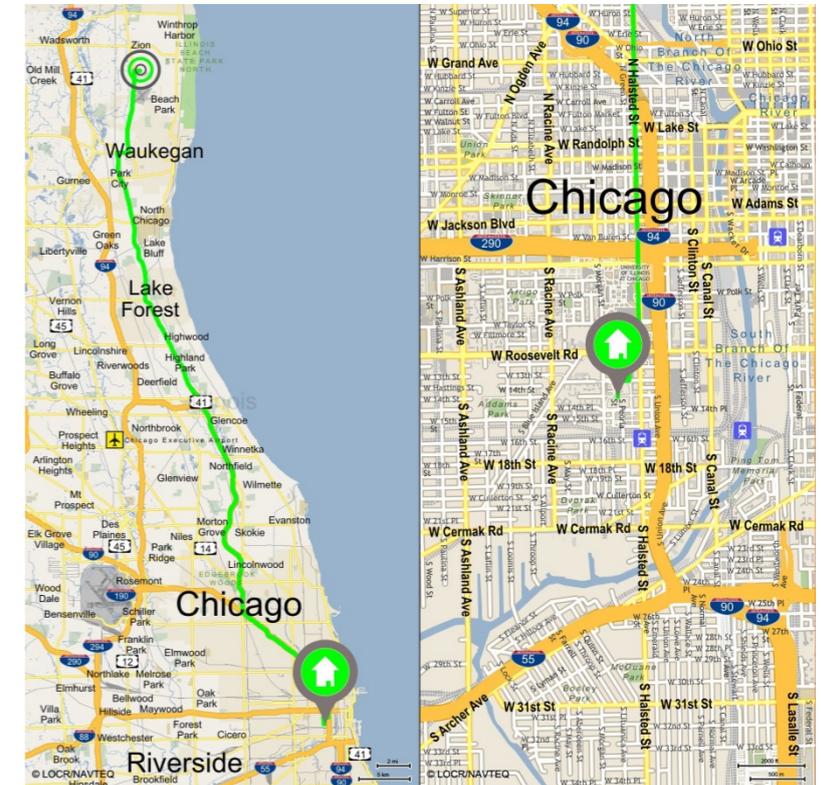
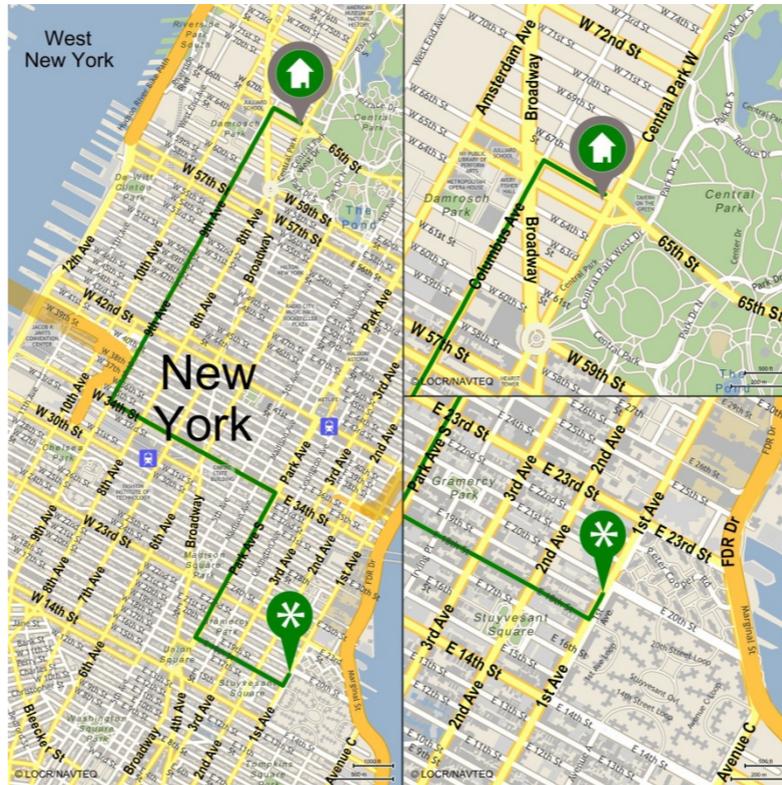


AccuZIP Personalized Variable Maps - Multi-route Map



Presentation of survey maps and detailed maps in one map image:

- Routes and route sections
- Overview and detailed locations
- Survey maps with accentuated details



Global coverage with many features and high quality data

Highest quality of geo data and map illustration



Maps are always up to date and ready for personalization

- detailed map data for more than 100 countries worldwide. Europe and North America fully covered
- AccuZIP Personalized Variable Maps are always up to date
- Maps are generated individually for every single project
- different styles and color schemes
- *maps are optimized for 300 dpi print quality (RGB JPG)*
- *also available for online useage (cross media)*
- routing is optimized for cars and pedestrians
- customer specific POI's can be embedded easily
- 100 % compliant with data security
- fast and easy project handling assured



Ultimately, it's not about maps, geoservices, or even Direct Mail.

It's about the ultimate value realized by the business.

Get in contact with us and let us jointly raise
the SUCCESS OF YOUR CLIENTS!

OUR TECHNOLOGY. YOUR SUCCESS.



ACCUTRACE

accuzip.com
800.233.0555

University Open House

Example application: University Open House



<FRIST NAME>, WE'RE CLOSER THAN YOU THINK ...
The Mount is centrally located within the Mid-Atlantic region.

...AND IN THE MIDDLE OF EVERYTHING!

Make a day, or a weekend, of your trip and visit one of the many local attractions near the Mount!

- Gettysburg, Pennsylvania (10 minutes away)
- Frederick, Maryland (25 minutes away)
- Harper's Ferry, West Virginia (45 minutes away)
- Baltimore, Maryland (1 hour away)
- Washington, D.C. (1 hour away)

SCHEDULE YOUR VISIT, WWW.MSMARY.EDU/VISIT

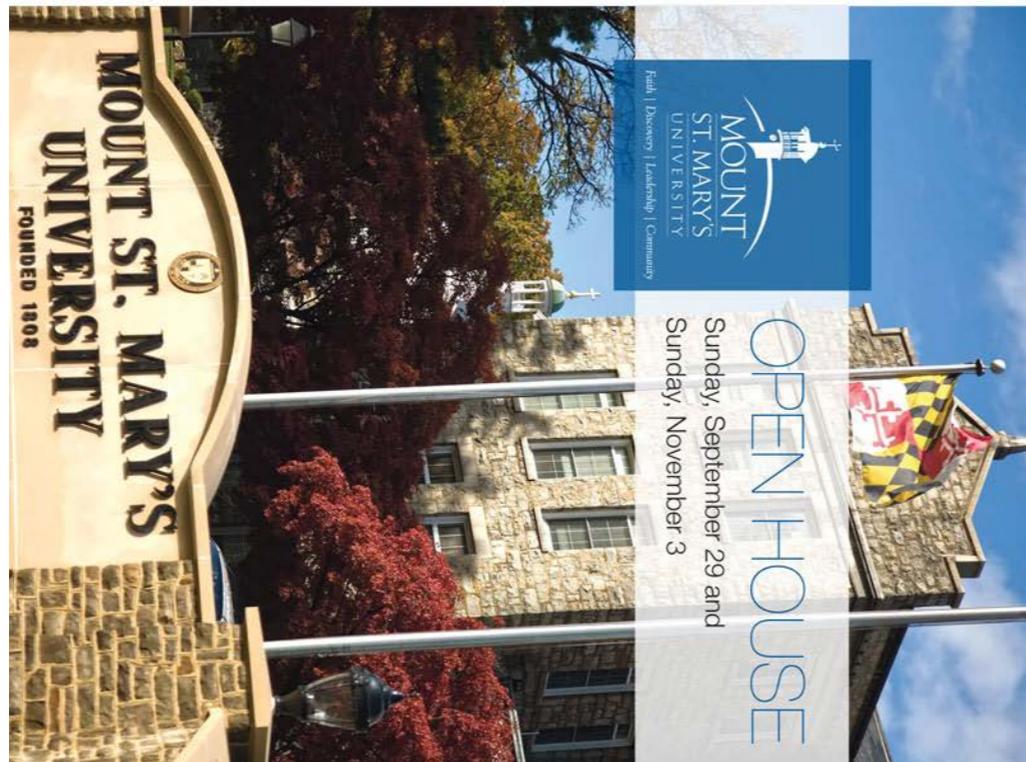
<First Name> <Last Name>
<Address 1>
<Address 2>
<City>, <State> <Zip>



Mount St Mary's University invites HS Seniors to their Fall Open House

Project information
Edition: 27,000 pcs.

-5% response without maps,
+6% with maps

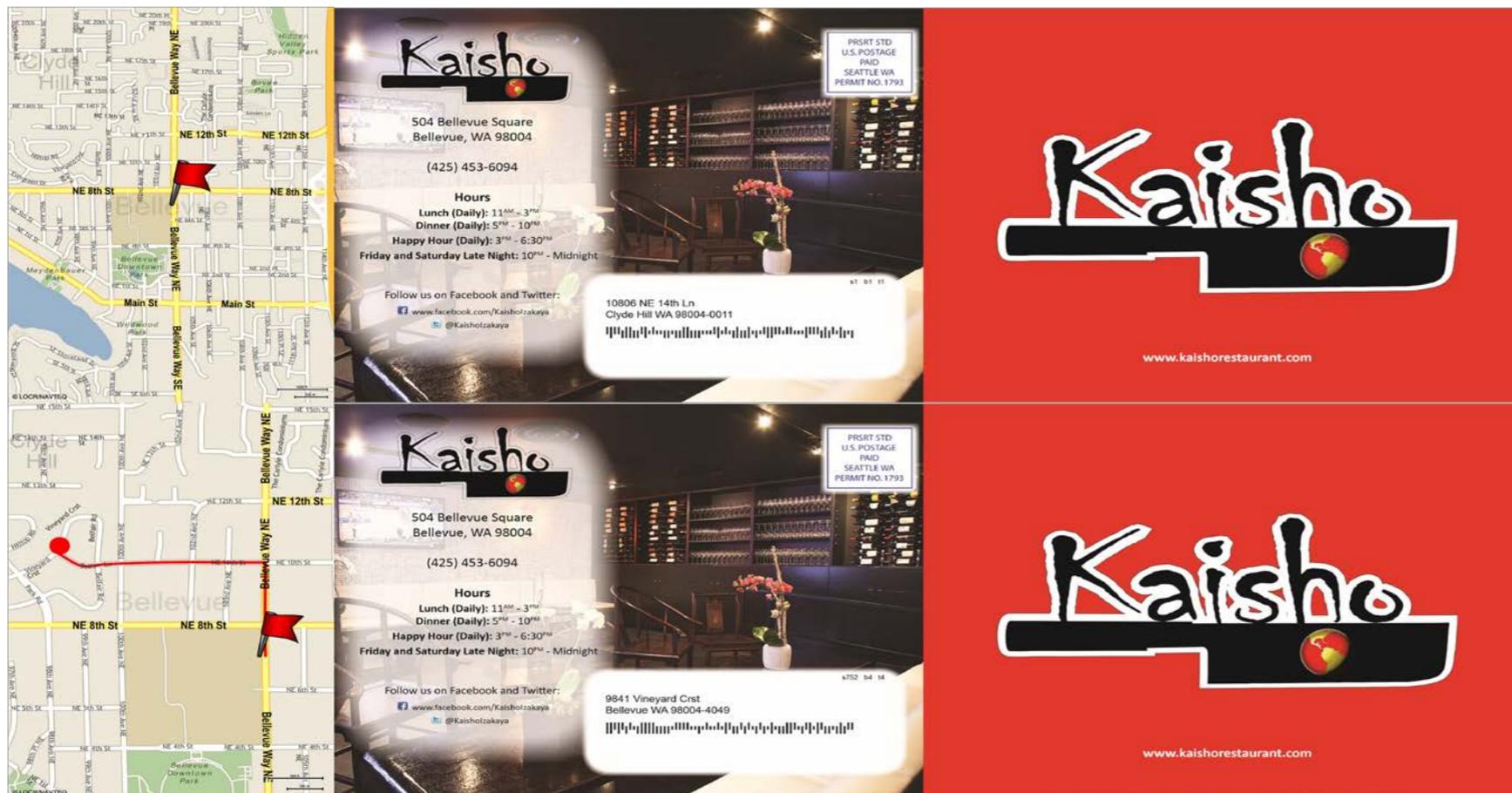


Routing to the Restaurant

Example application: Restaurant



Alphagraphics shows customers how to get their Sushi!



Project information:

5,000 personalized maps created by Alphagraphics with our Web-based UI

Urgent Care Center

Example application: Healthcare



The route map shows how to get care when you need it and the distance.

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Project information:
25,000 maps with the distance to show how close you are, with geo-exclusions based on “consumer” distance

Loyalty card provider LYONESS shows special offers

Examples from CH and HU



The loyalty card provider LYONESS shows in the mailing shops with special offerings. The mailing was sent out in different countries with a special layout in each piece.

Project information

Edition: 1,800,000 maps for 27 countries in different layouts

Legyen Ön is kincsvadász most!
Nyerte meg a 2 millió euró értékű nyeremények egyikét!

PÉNZVISSZATÉRÍTÉS MINDEN VÁSÁRLÁS UTÁN*
LYONESS ügyfelként Ön minden vásárlás után pénzvisszatérítést kap – országokon és ágazatokon átívelően egyetlen kártyával. Így actán igazán örömeit lesz a vásárlás!

2.000.000 € ÉRTÉKŰ NYEREMÉNYEK

Tegyen szert bónusz kulcsra!

A LYONESS-SZEL MOST DUPLÁN JÓL JÁRI!

Kedvezmény-kuponok:

1. Vigya ki a Lyonesse partnervállalatok kuponjait!
2. Válassza fel a pénztárnál a kuponjait!
3. Tegyen szert készpénzesen is előnyökre!

Online-kuponok:

1. Jelentkezzen be a www.lyonesse.hu weboldalon, és kattintson a „Kuponkódok” menüponton!
2. Válassza ki a Lyonesse partnervállalatot!
3. Ilja be a kuponkódot!
4. Tegyen szert készpénzesen is előnyökre!

Egyetlen kártya – határtalan előnyök – országokon és ágazatokon átívelően!

CASHBACKCARD

-10% KUPON

20% KEZDEZMÉNY

MALL.HU

GELD ZURÜCK BEI JEDEM EINKAUF*

Als Lyonesse Mitglied bekommen Sie bei jedem Einkauf Geld zurück – und das lander und branchenübergreifend mit nur einer Karte. So wird Shopping zum Vergnügen!

Jetzt einkaufen und profitieren! Wir schenken Ihnen 12 Gutscheine unserer Partnerunternehmen. Einfach ausschneiden und im Geschäft einlösen oder den Code online eingeben. Damit profitieren Sie doppelt – dann dem Lyonesse Cashback-Vorteil gibt's natürlich obendrauf!

Ihre Einkaufsmöglichkeiten auf einen Blick: Wir haben für Sie eine Auswahl der wichtigsten Online- und Offline-Partner in Ihrem Land zusammengestellt. Weitere Partnerunternehmen finden Sie auf www.lyonesse.ch.

Lyonesse wünscht Ihnen viel Spaß beim Shoppen!

NUTZEN SIE DIE LYONESS EINKAUFVORTEILE

Eine Karte statt Kartentberge
Mit der Cashback Card und mit Mobile Cashback ist Einkaufen so einfach wie noch nie!
Mit Lyonesse brauchen Sie nur mehr eine Karte – sicher und bequem!

Geld zurück bei jedem Einkauf*
Bis zu 2% Cashback – und das bei 150.000 Aktionspartnern unserer weltweit über 24.000 Partnerunternehmen oder in über 2.000 Onlineshops!

Echtes Geld statt Punkte sammeln
Sie bekommen nach jedem Einkauf bei einem der Lyonesse Partner Geld auf ihr Konto gutgeschrieben – Geld, das Ihnen für Ihren nächsten Einkauf zur Verfügung steht!

Mit Lyonesse kaufen Sie richtig ein und sparen dabei!

JETZT DOPPELT GELD SPAREN MIT LYONESS!

Rabatt-Gutscheine:

1. Gutscheine des Lyonesse Partnerunternehmens ausschneiden
2. Gutscheine & Cashback Card (oder Mobile Cashback) an der Kasse vorweisen
3. Doppelt Geld sparen!

Online-Gutscheine:

1. Auf www.lyonesse.ch einloggen und „Gutscheincode“ wählen
2. Lyonesse Partnerunternehmen auswählen
3. Gutscheincode eingeben
3. Doppelt Geld sparen!

Eine Karte – grenzenlose Vorteile.

CASHBACKCARD

1000 Forint kedvezmény mindenre

