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April 16

2:30 PM - 3:20 PM

Relevancy Delivers in Multi-Channel Marketing (Glades)

Presenter: Shelley Sweeney, VP/GM Service Bureau/Direct Mail Sectors, Xerox

Even in difficult times, agile marketers pull out impressive response rates and sales conversions thanks to relevancy. Learn how leading organizations such as Salem College, Kohler, Fantastic Sams and Winston-Salem Dash baseball team deliver amazing results working with their production partners.

The information you need to make customer communications more relevant is right at your fingertips ... you need to start using it.