



marketing -on-demand solution *continued*

resources dedicated to a project to produce measurable results. Our solutions help control operating expenses by reducing carrying costs incurred when printing and inventorying large quantities, minimizing collateral waste that occurs through obsolescence, as well as reducing storage costs.

Content control GlobalSoft solutions are designed to help reduce your business risk by ensuring that legal and compliance text and graphics remain static within the marketing content and can only be modified by authorized personnel.

Brand identity control GlobalSoft solutions enable efficient and effective corporate brand identity deployment, implementation, and ongoing continuity control within your standards and guidelines.

Services

- Market segment demographic behavior profiling
- Campaign program management support
- Database design consulting
- Database cleansing
- Database management
- Variable integration template creation
- Digital asset management
- Multiwave communications
- Coupon validation and redemption
- Rebate programs
- Collateral production
- Match mailing
- Global distribution services
- Binder and kit component assembly
- Storage: management, logistics, mailing/distribution services
- Call center services