

Leveraging the marketing power of transpromotional mail

Grant Stewart

What is transpromo?

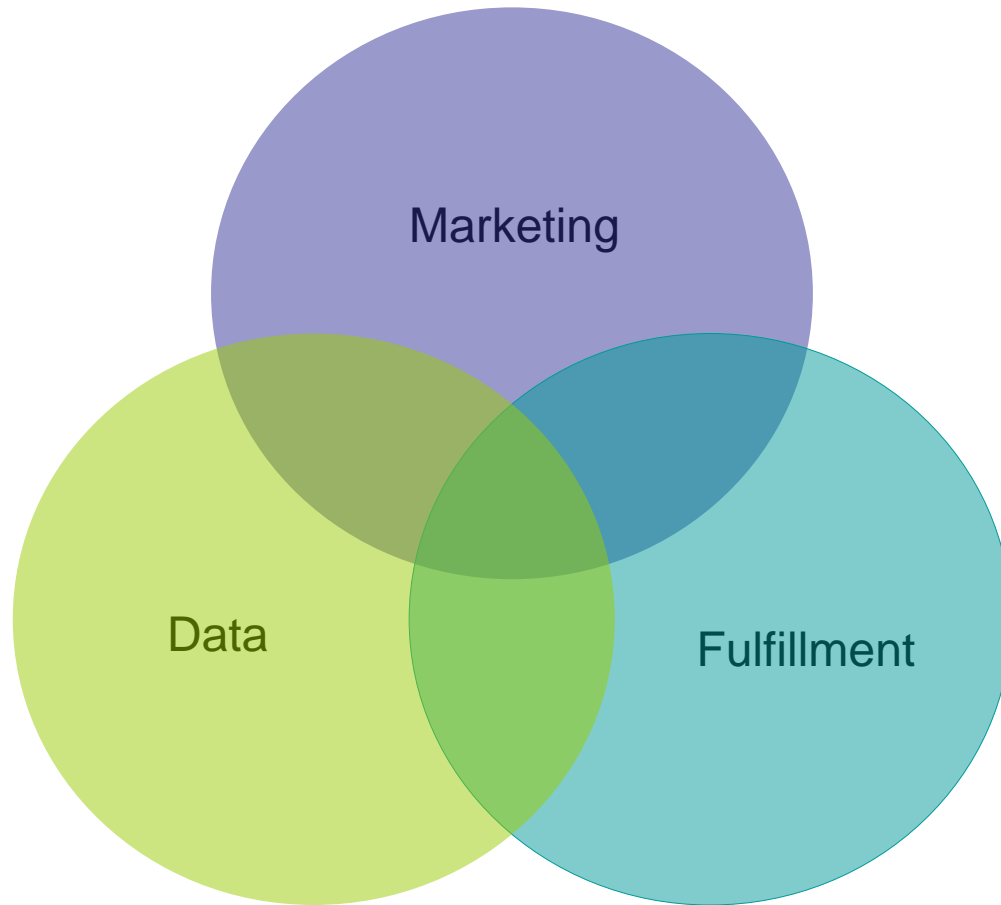
- Merging of transactional and promotional mail
 - Statement
 - Renewals
 - Reminders
 - Rate changes
 - Legislative
- Marketing to the individual

Does it work – case studies

For more information go to www.transpromo.com.au



How do you make it happen?



Interesting questions

- Why is transpromo all of a sudden a hot topic?
- Does transpromo cannabalise solus dm?
- Does transpromo work only with mail?
- How much more does transpromo cost?
- How do you trial transpromo?

For more industry information and case studies on transpromotional mail visit

www.transpromo.com.au

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