

# uMarket<sup>TM</sup> powered by IWCO Direct

Your branch offices, brokers, agents and distributors need marketing materials that can be customized to solidify relationships and drive sales while reinforcing and respecting your brand positioning. In the past, this challenge was solved by printing too much, customizing too little, and accepting hundreds of ad hoc procedures. The result: high costs, cumbersome processes, unfocused marketing campaigns, and fumbled sales opportunities.

## Today's answer to your challenge: uMarket<sup>TM</sup>

IWCO Direct's web-to-print solution, uMarket<sup>TM</sup> creates sophisticated marketing campaigns that allows users to customize and personalize proven marketing print and email templates, develop target lists, and effortlessly comply with all corporate, legal, and brand requirements.

uMarket is a robust online platform for generating high quality documents. It offers critical features like:

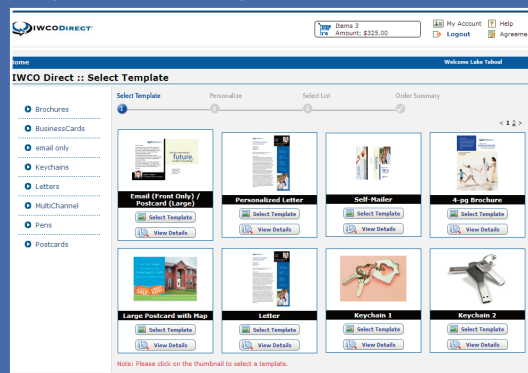
- ▶ **Ease of use**
- ▶ **Secured login**
- ▶ **Branding**
- ▶ **Email/SMS messaging**
- ▶ **Personalization**
- ▶ **Online payments**
- ▶ **Order processing**
- ▶ **Order approval**
- ▶ **Order tracking**
- ▶ **Online proofing**
- ▶ **List management**
- ▶ **Extensive reporting**
- ▶ **Dynamic mapping**
- ▶ **Postal processing**

The system is based on an open architecture and can fully interface with external systems. It supports custom branding and handles multiple payment options. It also provides sophisticated cooperative incentive tools that allows you to drive the behavior of your users. You can pay for a percentage of each transaction, pay variable percentage by template, or integrate a cooperative account balance.

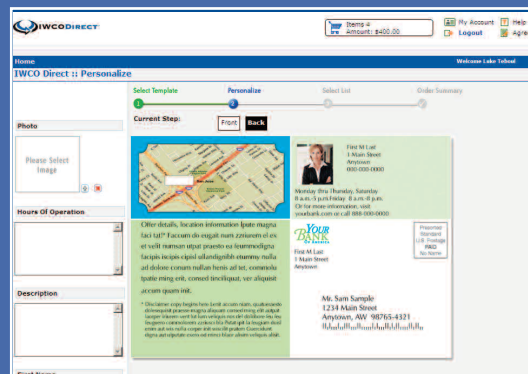
With uMarket, your users compose, customize, and distribute multi-channel communications that use dynamic variable content to drive purchase behavior, customer retention, and customer engagement. With minimal effort, your users will produce dynamic print and/or email communications backed by SMS messaging, unique personal landing pages, and personalized URLs (PURLs). uMarket automates compliance with brand, business, and regulatory requirements and puts an end to "renegade marketing."

Best of all, uMarket is so easy to use, you'll quickly put an end to inventory obsolescence while you reduce cost and lessen the environmental impact of your marketing programs.

### Step 1: Select Template



### Step 2: Personalize



### Step 3: Submit Order

