PrintShop Mail **Connect**
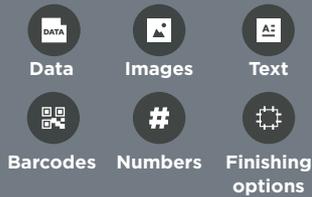
OL™ Software

Because personalisation sells

Create, print and email data-driven promotional communications

Data

Images

Text

Barcodes

Numbers

Finishing options

Any Design

PDF

DATA

Drag & Drop

PrintShop Mail Connect

Print at high speed

Output emails

AFP option

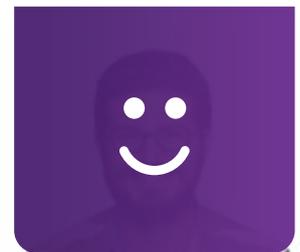## The call-your-customers-by-name software

PrintShop Mail Connect is a standalone multichannel communications tool for personalisation, easy to use for beginners with advanced capabilities for experts.

Hi!
<YOUR NAME>

Build your promotional communications for print and email within the same tool, without having to do the work twice.

With PrintShop Mail Connect, merge any design with any database and create fully personalised direct mail pieces along with rich HTML emails targeted to your recipient's profile.

Personalised messages, images and color make the communication more relevant and thus increase the lifetime value of customers.

Features

Intuitive drag and drop interface.

Wizards or scripting for personalisation tasks

High speed optimised output generation:

- HTML Email
- Optimised PostScript®
- PPML
- PPML/VDX
- PDF
- VIPP
- PDF/VT
- VPS
- AFP (optional)

N-up, step-and-repeat and print through-the-stack.

Subset finishing with access to all printer functionalities.

HTML / CSS / JavaScript® multichannel designer with print and email output.

Wide variety of options available at time of printing:

- Tray selection
- Finishing options
- Inserter controls
- Imposition
- Grouping, spliting and slip sheets
- Booklet

AN EXTENSIVE MAINTENANCE PLAN

OL™ Care

- Online training
- Updates & upgrades
- Technical support

Effective personalisation evokes emotional triggers that are more likely to drive recipients to act upon a specified call to action.

Turn your marketing goals **into reality!**

- ✔ Increase response rates
- ✔ Drive loyalty
- ✔ Take advantage of market opportunities
- ✔ Increase open & click rate
- ✔ Boost productivity

Combine ease of use and advanced personalisation capabilities with high performance.

- Continue working with your scan mark inserter; PrintShop Mail Connect is compatible with most of them.

Gain full control over formatting Solve complex integrity challenges and produce high volumes of VDP, at high speed.

Typical **applications**

Multichannel 1:1 campaigns

Email blasts

Promotional direct mail

Small and high volume print optimisation

Postcards

Gift certificates

Tickets

Business cards

PrintShop Mail
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